

CDON Group AB launches Heppo.com in the Netherlands

Press release, Malmö, 20 June 2012

CDON Group AB, the leading e-commerce group in the Nordic region, today announced that they have expanded their online shoe retailer Heppo.com to the Netherlands through the launch of Heppo.nl. The company thereby strengthens its presence in the strategically significant European e-commerce market.

Heppo.com is an online shoes and accessories retailer founded by CDON Group in August 2010. The online store was developed and launched in Sweden, Norway, Denmark and Finland within only five months and is now one of the fastest growing online stores in the Nordics. Today the store further strengthens its position and presence in Europe by launching a local store developed for the Dutch market.

Paul Fischbein, President and CEO of CDON Group commented: "The Netherland launch is an exciting opportunity for us to strengthen our presence in a very interesting market. The Netherlands is an important country in the European e-retail economy and a market with a sustained high growth. We are confident that Heppo.nl has an attractive customer offering that is well suited for the market."

"We continue to capitalize on the infrastructure that we have created within the Fashion segment, where we previously established our fashion retailer Nelly.com in the Netherlands. When Nelly.coms ongoing warehouse transfer is completed, the entire segment's flow of goods will be integrated."

Heppo.nl offers a wide range of fashionable, functional and classic shoes from more than 300 different brands - there are shoes for all people and for all occasions. In addition, accessories and socks. The inspiring shopping experience is combined with the highest level of service. With free shipping, free returns and a price guarantee, it is easy to shop from Heppo.com.

For further information please visit cdongroup.com or contact:

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About CDON Group

CDON Group is the leading e-commerce group in the Nordic region. Established in 1999, the Group has continuously expanded its product portfolio and is now a leading e-commerce player

in the Entertainment (CDON.COM, BookPlus.fi, Lekmer.com), Fashion (Nelly.com, Heppo.com, Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com) and Home & Garden (Tretti.com and Rum21.se) segments. The group reported revenues of SEK 3.4 billion for the full year 2011. CDON Group is listed on the NASDAQ OMX Stockholm Mid-cap list under short name CDON.

The information in this announcement is that which CDON Group AB is required to disclose under the Securities Markets Act. This information was released for publication at 14:00 CET on 20 June 2012.