

Magnus Månsson appointed new head of fashion and CEO for Nelly.com

Press release, Malmö 16 July 2012.

CDON Group AB, the leading e-commerce group in the Nordic region, today announced the appointment of Magnus Månsson as the Group's new Head of Fashion and Chief Executive Officer for Nelly.com. As the Head of Fashion, he will also be part of the Group's executive management team.

Magnus Månsson comes from a leading position within New Wave Group AB, where he served as CEO for the business unit New Wave Sports and the clothing company Craft. Prior to this Magnus has, among other things, worked at Tretorn and Nike.

Paul Fischbein, President and CEO of CDON group commented: "We are delighted to announce Magnus Månsson's appointment within the Group. Magnus has an in depth knowledge and experience of the international clothing industry and the leadership skills needed as Nelly will take their next step towards becoming an international fashion e-retailer".

Magnus Månsson commented: "Nelly.com is an exiting company with high growth and highly set ambitions. I'm looking forward to the upcoming challenges and I believe that my experience from the industry, as well as my experience as a leader, will benefit the continuous development of Nelly.com."

For further information please visit cdongroup.com or contact:

Paul Fischbein, President and Chief Executive Officer

Tel: +46 (0) 10 703 20 00

Fredrik Bengtsson, Head of Communications

Tel: +46 (0) 700 80 75 04

Email: ir@cdongroup.com, press@cdongroup.com

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 08:00 CET on 16 July 2012.