

CDON Group acquires all outstanding minority shares of Nelly.com

Press release, Malmö, 8 July 2013

CDON Group AB (publ.) today announced that they, on 3 July 2013, acquired all remaining 2.23 per cent of the shares in its subsidiary NLY Scandinavia AB ("Nelly.com") from the company's minority shareholders for a cash consideration of approximately SEK 14 million.

The transaction has been completed through the minority shareholders exercise of put options in accordance with the shareholder agreement between CDON Group and the minority shareholders in NLY Scandinavia AB.

CDON Group acquired 89.0 per cent of the share capital in NLY Scandinavia AB in August 2007 and has since continuously increased its holding in the company. CDON Group now holds 100.0 per cent of the shares and votes in NLY Scandinavia AB.

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. Since the start in 1999, the Company has expanded and broadened its product portfolio and is now a leading e-commerce player within Entertainment (CDON.com and Lekmer.com), Fashion (Nelly.com and Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com and Milebreaker.com) and Home & Garden (Tretti.com and Rum21.se). CDON Group's internet stores attracted around 244 million visits and more than two million unique customers during 2012.