

Ola Strömberg appointed new CEO of CDON.com and Tretti.se

Press release, Malmö 15 November 2013

CDON Group AB (publ) ("CDON Group"), the leading e-commerce group in the Nordic region, today announced the appointment of Ola Strömberg as new CEO of the subsidiaries CDON.com (CDON AB) and Tretti.se (Tretti AB). Ola Strömberg will be a member of CDON Group's Executive Management and will succeed CDON.com's and Tretti's current CEO Christian Eriksson with immediate effect.

Paul Fischbein, President and CEO of CDON Group, comments: "I am very pleased with the recruitment of Ola Strömberg as new CEO of CDON.com and Tretti.se. CDON.com now enters the next phase of its transformation to become the leading online shopping mall in the Nordics. Ola Strömberg represents just the kind of leadership needed to make this ambitious target a success. He is a strong leader with a proven track record of driving change, particularly within sales driven organizations."

Ola Strömberg was born in 1971 and joins CDON Group from the position as global CEO of Europe's leading sales and management training consultancy, Mercuri International Group. Previously, Ola Strömberg has held managerial positions within companies such as Modern Times Group, Spray Ventures and Oriflame. Ola holds academic degrees from Lund University and University of Wisconsin.

For further information, please visit www.cdongroup.com, or contact:

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The information in this announcement is that which CDON Group AB is required to disclose under the Swedish Financial Instruments Trading Act and/or the Securities Markets Act. This information was released for publication at 06:45 CET on 15 November 2013.

About CDON Group

CDON Group is the leading e-commerce group in the Nordic region. Since the start in 1999, the group 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). In 2012, the group generated 4.5 billion SEK in revenue. CDON Group's shares are listed on NASDAQ OMX Stockholm Mid-cap list under short name "CDON".