

CDON Group launches Nelly.com worldwide

Press release, Malmö 20 December 2013

CDON Group AB (publ), the leading e-commerce group in the Nordic region, announces that its subsidiary NLY Scandinavia has launched a global beta-version of Nelly.com.

The launch of the global internet store means that Nelly.com becomes available for approximately 60 new markets outside the European Union, among others the United States and Australia. The goods are shipped from Nelly.com's global fulfillment centre in Falkenberg and delivery times will vary between 4-10 working days depending on the country. The range is the same as for the European market.

Paul Fischbein, President and CEO of CDON Group, comments: "The launch of a global version of Nelly.com is yet another step in our growth strategy for the company. The new global site will enable us to identify relevant markets for further and focused growth outside EU, similarly as the more intensified efforts in the Netherlands and France was the result of the EU-site. The launch will initially be carried out on a small scale with a beta version and limited marketing activities."

About Nelly.com

Nelly.com is the Nordic region's largest online store for fashion and beauty conscious men and women between the age of 18 and 35 and operates local e-commerce stores in Scandinavia, Germany, Austria, UK, the Netherlands and France. For other countries of European Union there is an EU-site in English and now also a global site. Nelly.com inspires with news every day from some of the store's 850 different brands. Sales of private label products account for around 30% of total sales.

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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 08:00 CET on 20 December 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".