

Bodystore renames to Gymsector in Germany

Press release, Malmö, 13 March 2014

In order to facilitate Gymgrossisten's continued expansion outside the Nordic region under a common brand name, the German supplements store Bodystore.de today renames to Gymsector.com.

The name change solves a trademark conflict in the German market, while at the same time establishing the brand Gymsector as a registered trademark in the European Union. The brands currently established in the Nordic markets are not affected by the name change.

–The name change to the new brand Gymsector is an important step for us to effectively establish our successful business model in new markets outside the Nordic region. The brand Gymsector signals that we are a specialised store for the hard-training athletes, and it is a name that strikes right at the target group. We will be launching the brand in Germany today, says Paul Fischbein, President and CEO of CDON Group.

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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 10:00 CET on 13 March 2014.

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, NLYman.com and Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com and Milebreaker.com) and Home & Garden (Tretti.com and Rum21.se). In 2013, 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".