

CDON Group launches Gymsector.com as EU-site

Press release, Stockholm, 21 October 2014

CDON Group AB (publ.), the leading e-commerce group in the Nordic region, announces that its subsidiary Gymgrossisten AB has launched its online store Gymsector.com for the EU-market.

The launch of the EU-site makes Gymgrossisten's leading range of supplements for hard-training athletes available in 22 new markets in Europe, including Benelux, France, Poland, Italy and Spain. The store is in English, payment is made by credit card and the goods is distributed from Gymgrossisten central warehouse in Trollhättan, Sweden.

Paul Fischbein, President and CEO of CDON Group, comments: "The launch of Gymsector.com on new EU markets, is the next step in Gymgrossisten continued expansion. The new EU-site will enable us to identify relevant markets for the company's further growth. We look forward to meet consumers in these new markets and we are confident that they will appreciate Gymgrossisten's wide range of high quality supplements."

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 21 October 2014.

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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 group has expanded and broadened its product portfolio and is now a leading e-commerce player within Entertainment (CDON.com, Lekmer.com), Fashion (Nelly.com, NLYman.com, Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com, Milebreaker.com) and Home & Garden (Tretti.com). 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".