

## **CDON Group kick starts Christmas shopping with Black Friday**

Press release, Stockholm, 19 November 2014

**On Friday 28 November the Christmas shopping begins in CDON Group's internet stores. The day is called Black Friday and it is the traditional shopping day in the US when Christmas shopping commence. CDON Group was one of the e-retailers who introduced the American phenomenon in the Nordics last year.**

Black Friday is an important retail day in many parts of the world. When CDON Group launched Black Friday to mark the start of the Christmas holiday shopping also in the Nordic countries it brought a huge customer response.

– During last year's Black Friday we got 1,200,000 visits to our stores and we sold 180,000 products, which is more than two items every second throughout the day. Our stores kick started Christmas shopping and gave our customers a positive experience with superior offers, great service and fast deliveries. This year we aim to be even better, says Paul Fischbein, President and CEO of CDON Group

CDON Group's nine stores CDON.com, Nelly, NLYman, Members, Gymgrossisten/Gymsector/Fitnesstukku, Milebreaker, Bodystore, Lekmer and Tretti will again this year have unique Black Friday deals with price reductions and activities throughout the day. Also the capacity of the stores customer service and warehouses have been enhanced to manage the volumes expected from this year's Black Friday.

**For further information, please visit [www.cdongroup.com](http://www.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 Group has expanded and broadened its product portfolio and is now a leading e-commerce player in consumer goods and lifestyle products through CDON.com, Lekmer, Nelly (Nelly.com, NLYman.com, Members.com), Gymgrossisten (Gymgrossisten.com/Gymsector.com, Bodystore.com, Milebreaker.com) and Tretti. The group also comprises the payment solution Qliro. In 2013, the group generated 4.4 billion SEK in revenue. CDON Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "CDON".*