

## Record sales on Black Friday

Press release, Stockholm, 1 December 2014

**CDON Group AB (under name change to Qliro Group), today announced that Black Friday was CDON Group's busiest day ever with record sales across the Group.**

On the last Friday in November, Black Friday, Christmas shopping kick started in CDON Group's nine internet stores.

– CDON Group's nine e-commerce stores attracted more than 2 million visits which doubled the previous record set at last year's Black Friday. More than 450 thousand items were sold, averaging more than 5 items every second. Our largest store CDON.com impressed and reports more than 100 thousand orders. This is a promising start of the Christmas season, says Paul Fischbein, President and CEO of CDON Group.

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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".

*The information in this announcement is such that CDON Group AB (publ) is required to disclose under the Securities Markets Act. This information was released for publication at 09:00 am CET on 1 December 2014.*