

## CDON Group AB launches Nelly.com in the United Kingdom

Press release, Malmö, 10 April 2012

**CDON Group AB, the leading e-commerce group in the Nordic region, today announced that they have expanded online fashion retailer Nelly.com to the United Kingdom through the launch of Nelly.com/uk. The company thereby strengthens its presence in Europe's single most important e-commerce market.**

Nelly.com expanded its sales to 20 new markets through the launch of the English language version Nelly.com/eu in September 2011. The e-retailer now strengthens its presence in the UK through the launch of a store that, in many ways, has been customized for the British market. Some of the enhancements to the shopping experience includes the possibility to shop in British pounds and locally preferred delivery options. In addition to technical adaptations of the shop and its underlying systems, the company is also allocating resources to Nelly.com/uk for marketing and concept development.

Paul Fischbein, President and CEO of CDON Group commented: "The UK launch is an exciting opportunity for us to strengthen our presence in this very interesting market. The UK is Europe's leading e-retail economy and a market which continues to grow at a high pace."

"Sales growth is central to CDON Group. Nelly.com was established outside the Nordic region in 2011 and sales from the new markets are increasing steadily. We have therefore accelerated our investments in the fashion segment to position Nelly.com on the large and fast growing European e-commerce market. We have made substantial investments in the beginning of this year to facilitate the rapid development of a local version of Nelly.com for United Kingdom. This is an investment in infrastructure that we will capitalise on in the future as it enables us to launch new local versions of Nelly.com on several new markets during the year."

"Nelly.com is a world class website which offers a unique selection of fashion, otherwise missing on the market – in addition to Nelly's more than 30 private label brands the site provides a mixture of Scandinavian and international fashion. I am excited to bring our offering to new customers on the British market through the launch of Nelly.com/uk."

According to Interactive Media in Retail Group, IMRG and Capgemini the UK is, in terms of value, Europe's leading e-retail economy. Revenues from British e-retail sales amounted to £ 68.2 billion in 2011, with a growth rate of 16% compared to the previous year. 37 million Britons made their purchases online. Fashion is the principal e-commerce sector in the UK.

**For further information please visit [cdongroup.com](http://cdongroup.com) or contact:**

*Investor and analyst enquiries:*

Martin Edblad, Chief Financial Officer

Tel: +46 (0) 700 80 75 03

Email: [ir@cdongroup.com](mailto:ir@cdongroup.com)

*Press enquiries:*

Fredrik Bengtsson, Head of Communications

Tel: +46 (0) 700 80 75 04

Email: [press@cdongroup.com](mailto:press@cdongroup.com)

#### **About CDON Group**

CDON Group is the leading e-commerce group in the Nordic region. Established in 1999, the Group has continuously expanded its product portfolio and is now a leading e-commerce player in the Entertainment (CDON.COM, BookPlus.fi, Lekmer.com), Fashion (Nelly.com, Heppo.com, Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com) and Home & Garden (Tretti.com and Rum21.se) segments. The group reported revenues of SEK 3.4 billion for the full year 2011. CDON Group is listed on the NASDAQ OMX Stockholm Mid-cap list under short name CDON.

*The information in this announcement is that which CDON Group AB is required to disclose under the Securities Markets Act. This information was released for publication at 13:15 CET on 10 April 2012.*