

## Patrik Illerstig appointed new Head of Business Development

Press release, Malmö, 4 September 2012

**CDON Group AB, the leading e-commerce group in the Nordic region, today announced the appointment of Patrik Illerstig as new Head of Business Development. Patrik is currently MD of Rocket Internet Scandinavia, having co-founded the company in the Scandinavian region.**

Paul Fischbein, President and CEO of CDON Group, commented: "We are very pleased to have recruited Patrik Illerstig. Patrik has experience from both start-up and management of online ventures in the Scandinavian region, as well as a McKinsey consulting background. This combination makes him a valuable asset and addition to our Group management team."

Patrik Illerstig assumes his position on October 1, 2012.

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

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### **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 08:45 CET on 4 September 2012.*