

Birgitta Elfversson appointed new Head of Group Logistics

Press release, Malmö, 20 December 2012

CDON Group AB, the leading e-commerce group in the Nordic region, today announced the appointment of Birgitta Elfversson as new Head of Group Logistics and CEO of the subsidiary CDON Group Logistics.

Paul Fischbein, President and CEO of CDON Group, commented: "I am very pleased with the recruitment of Birgitta Elfversson as Head of Group Logistics at CDON Group. By recruiting Birgitta we strengthen our management team and expertise in logistics and supply chain, which will be central in our efforts to ensure long-term customer satisfaction as well as top-class efficiency and productivity."

Birgitta Elfversson is currently Vice President, Retail Division of the Dometic Group. She also has an extensive experience from working with logistics- and supply chain at consulting firm McKinsey & Company. Birgitta will assume her position in June 2013, at latest.

For further information please visit 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.