

CDON Group launches Nelly.com in France

Press release, Malmö 5 November 2013

CDON Group AB (publ) ("CDON Group"), the leading e-commerce group in the Nordic region, announced that its subsidiary NLY Scandinavia has now launched a local beta-version of Nelly.com in France.

Nelly.com has previously been available to the French market through an EU site in English. The launch in France allows for Nelly.com's customers to access a French version of the site and customer service as well as locally adapted payment options. More adjustments will continuously be made before the store is finally introduced and marketing activities commence.

Paul Fischbein, President and CEO of CDON Group, commented: "The launch in France is part of our strategy to strengthen Nelly.com in Europe. France is one of Europe's leading e-commerce markets and we believe that Nelly.com, with its strong and unique offering will appeal to the French target audience. The launch will initially be carried out on a small scale with limited marketing activities. It will therefore take some time before we see the real effects of Nelly.com's launch in France. "

About Nelly.com

Nelly.com is the Nordic region's largest online store for fashion and beauty conscious men and women between the age of 18 and 35 and operates local e-commerce stores in Scandinavia, Germany, Austria, UK, the Netherlands and France. For other countries of European Union there is an EU-site in English. Nelly.com inspires with news every day from some of the store's 850 different brands. Sales of private label products account for around 30% of total sales.

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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 within Entertainment (CDON.com and Lekmer.com), Fashion (Nelly.com and Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com and Milebreaker.com) and Home & Garden (Tretti.com and Rum21.se). In 2012, the group generated 4.5 billion SEK in revenue. CDON Group's shares are listed on NASDAQ OMX Stockholm Mid-cap list under short name "CDON".