

CDON.com opens up marketplace for external retailers

Press release, Malmö 20 November 2013

CDON Group AB (publ), the leading e-commerce group in the Nordic region, today announces that its subsidiary CDON AB, which operates CDON.com, now introduces CDON.com's "Marketplace" which enables external e-retailers to sell through CDON.com. Small and medium sized merchants can by this reach over 2 million active customers through the largest e-commerce store in the Nordics. The launch is an important step in CDON.com's growth strategy.

Paul Fischbein, President and CEO of CDON Group comments: "The launch of external stores on CDON.com is an important step in the company's development, where we now rapidly broaden the assortment and extend the customer offering. We see that new product categories are appreciated by our customers and for other e-retailers, this provides a unique opportunity to reach over 2 million active customers through the largest e-commerce store in the Nordics. We now continue to deliver on our strategy to turn CDON.com into a full-range department store on the internet. "

CDON.com has successfully expanded the assortment, both through development of their own product range and by introduction of assortment from the sister companies Lekmer, Nelly and Tretti. CDON.com now opens up for external e-stores to integrate their assortment and sell goods through CDON.com. During 2013, CDON.com is expected to generate between SEK 80-100 million in sales for sister companies and external e-stores. E-stores that link up to CDON.com's "Marketplace" gain instant access to the entire Nordic market and CDON.com's more than 250 000 daily visitors. For customers, this provides an improved shopping experience with a fast growing range of exciting new products. The interest from e-retailers is expected to be large and already from the start stores are available and gradually more are to be launched.

Companies interested in selling through CDON.com's "Marketplace" or want to read more about the Marketplace can find information at: <http://cdon.se/marketplace/>

For further information, please visit www.cdongroup.com, or contact:

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The information in this announcement is that which CDON Group AB is required to disclose under the Swedish Financial Instruments Trading Act and/or the Securities Markets Act. This information was released for publication at 10:00 CET on 20 November 2013.

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".