

MEMBERS.COM IS LAUNCHED IN THE NETHERLANDS

Press release, Malmö 2 December 2013

CDON Group AB (publ), the leading e-commerce group in the Nordics, today announced that its subsidiary NLY Scandinavia AB has launched its shopping club Members.com in the Netherlands.

Members is a shopping club where customers daily can enjoy discount e-commerce deals on attractive products from well-known brands. Since the launch in 2011, Members' assortment has continuously grown. From an initial focus on fashion clothing the site now also offers home interior, travel, experiences, and sports products. Members is currently active in Sweden, Norway, Denmark, Finland and now the Netherlands.

Paul Fischbein, President and CEO of CDON Group, comments: "Members has performed well in the Nordics since the start two years ago. Members is an important complement to Nelly.com's business and as Nelly.com is introduced on new markets Members' geographic expansion outside the Nordics is a natural next step in the development of Members."

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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 08:00 CET on 2 December 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".