

LEKMER TAKES OVER THE BRAND CARENA

Press release, Malmö, 10 February 2014

CDON Group AB (publ), the leading e-commerce group in the Nordics, today announced that its subsidiary Lekmer AB has signed an agreement with Britax to take over the Carena brand.

Carena is a well-known brand for baby strollers and accessories in the Nordics. Lekmer acquires the brand and stock as well as certain rights and obligations. In recent years Lekmer has broadened its assortment towards baby products and strollers, and today they offer a wide assortment of products for families with children.

Paul Fischbein, President and CEO of CDON Group, comment: "We are excited about the acquisition of Carena, a strong consumer brand and a good complement to Lekmers growing assortment in the baby segment. Carena will further strengthen Lekmer's position on the market for children and baby products in the Nordics. "

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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 10:45 CET on 10 February 2014.

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 2013, 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".