

## CDON Group pilot tests in-house payment solution

Press release, Malmö, 15 April 2014

**CDON Group AB (publ), the leading e-commerce group in the Nordic region, announces that the Group, as part of its ambition to strengthen its customer offering, has for some time evaluated and prepared a pilot test of an in-house payment solution.**

The pilot test includes invoice- and instalment payments for two of the Group's Swedish sites and is intended to be launched in the coming months and then evaluated on an ongoing basis.

Paul Fischbein, President and CEO of CDON Group, comments: "The payment solution is an important part of the shopping experience and value chain for e-commerce retailers. We see the pilot test as an important step to further improve the shopping experience while CDON Group can take a greater responsibility for the value chain."

*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 06:00 CET on 15 April 2014.*

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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, Lekmer.com), Fashion (Nelly.com, NLYman.com, Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com, Milebreaker.com) and Home & Garden (Tretti.com, 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".