

CDON Group launches its payment solution Qliro on Tretti.se

Press release, Stockholm, 5 September 2014

CDON Group AB (publ), today announced that they have launched their payment service Qliro for invoice- and instalment payments on the internet store Tretti.se. The launch is the second step of the pilot test, which was introduced on Members.com at the beginning of June.

About Qliro

Qliro was founded in 2014 as part of the leading e-commerce group in the Nordic region, CDON Group. Qliro is a company that enables safe online shopping for consumers by allowing them to get their goods delivered in advance of the payments. Qliro develops payment services that simplify consumers everyday lives through modern and innovative technical solutions.

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

Paul Fischbein, President and CEO

Phone: +46 (0)10 703 20 00

Fredrik Bengtsson, Head of Communications

Phone: +46 (0)700 80 75 04

E-mail: press@cdongroup.com, ir@cdongroup.com

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 11:30 CET on 5 September 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, Lekmer.com), Fashion (Nelly.com, NLYman.com, Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com, Milebreaker.com) and Home & Garden (Tretti.com). 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".