

Nicolas Adlercreutz appointed as new CFO

Press release, Malmö, 21 August 2012

CDON Group AB, the leading e-commerce group in the Nordic region, today announced that the Group has appointed Nicolas Adlercreutz as new Chief Financial Officer (CFO). Nicolas will be part of the Group's management team.

Nicolas Adlercreutz holds a degree of Master of Science in Business and Economics and comes from PA Resources AB (publ), where he is currently the Group's CFO. He also has a background as Vice President Group Control from Svenska Cellulosa Aktiebolaget SCA AB (publ).

Paul Fischbein, President and CEO of CDON Group, commented: "We are very pleased with the appointment of Nicolas Adlercreutz as our new CFO. Nicolas has a broad and deep financial knowledge and many years of experience in financial management positions with large and publicly listed companies. He is the right person to manage our finance functions and his experience and background will further strengthen the Group's executive management team."

For further information please visit cdongroup.com or contact:

Paul Fischbein, President and Chief Executive Officer

Tel: +46 (0) 10 703 20 00

Fredrik Bengtsson, Head of Communications

Tel: +46 (0) 700 80 75 04

Email: press@cdongroup.com, ir@cdongroup.com

About CDON Group

CDON Group is the leading e-commerce group in the Nordic region. Established in 1999, the Group has continuously expanded its product portfolio and is now a leading e-commerce player in the Entertainment (CDON.COM, BookPlus.fi, Lekmer.com), Fashion (Nelly.com, Heppo.com, Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com) and Home & Garden (Tretti.com and Rum21.se) segments. The group reported revenues of SEK 3.4 billion for the full year 2011. CDON Group is listed on the NASDAQ OMX Stockholm Mid-cap list under short name CDON.

The information in this announcement is that which CDON Group AB is required to disclose under the Securities Markets Act. This information was released for publication at 08:45 CET on 21 August 2012.