

CDON.com extends assortment with products from Nelly.com and Heppo.com

Press release, Malmö 27 November 2012.

CDON Group AB, the leading e-commerce group in the Nordic region, today announced the launch of the groups fashion segment at CDON.com. Clothes, shoes and accessories from Nelly.com and Heppo.com is now available for all CDON customers. This further strengthens CDON.com's position as the leading Nordic online shopping mall, whilst Nelly.com and Heppo.com reaches new e-commerce customers throughout the Nordic region.

Paul Fischbein, President and CEO of CDON Group, commented: "We are very pleased that CDON.com now can offer their customers an assortment of fashion related products for men, women and children supplied by our stores Nelly.com and Heppo.com. The collaboration combines the strengths of the three e-retailers for the best buying experience online. Product integration will continue during the upcoming months so that we during 2013 can offer our customers a full assortment of fashion products on CDON.com"

"Our strategy is to consolidate CDON.com as the leading online shopping mall in the Nordic region. By increasing the assortment, we further strengthen the consumer offering whilst creating opportunities for other group companies to capitalize on CDON.com's leading market position and high webtraffic volumes in the Nordics."

CDON.com is the leading Nordic online retailer with sales of consumer electronics, movies, games, music, books, toys and more. The store was founded in 1999 and has expanded from originally being an online record store to become the largest e-commerce shopping mall in the Nordic region.

Nelly.com is the leading Nordic online retailer with sales of clothes, especially aim towards the younger female audience. The store was acquired in 2007 and has expanded from originally being an online lingerie store online to become the largest fashion supplier in the Nordic region.

Heppo.com is one of the larger online retailer for men, women and childrens shoes with a broad selection of products from well-known brands such as Converse, Lloyd, Clarks, Allen Edmonds, Nike and Puma. The company was founded by CDON Group in August 2010.

For further information please visit cdongroup.com or contact:

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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 09:00 CET on 27 November 2012.