

Management changes

Press release, Malmö, 16 May 2014

CDON Group AB (publ), the leading e-commerce group in the Nordic region, today announced the appointments of Patrik Settlin as CEO of the subsidiary CDON.com (CDON AB) and Jonas Danielsson as CEO of the subsidiary Tretti (Tretti AB). The management changes are effective immediately.

Patrik Settlin, who has been appointed CEO of CDON.com, was previously member of the management team at CDON.com as Chief Commercial Officer. Patrik has more than 15 years of experience in e-commerce in addition to sales and marketing of consumer products, including as VP Sales for the e-commerce company Komplet in Sweden and Denmark.

Jonas Danielsson, who has been appointed CEO of Tretti, was previously member of the management team at Tretti as Commercial Director of Home Appliances. Jonas has extensive experience from various positions in the e-commerce and white goods industry, including from Samsung, Bosch/Siemens and Elgiganten. He has been with Tretti for more than seven years including when it was listed as an independent company.

Paul Fischbein, President and CEO of CDON Group, comments: "Patrik Settlin and Jonas Danielsson have the right experience and profiles to lead CDON.com and Tretti as we take the next step in the continued development of both companies. CDON.com is transforming into an online department store and Tretti is continuously strengthening its position within white goods and appliances for the home and garden. As we appoint individual CEO:s to both subsidiaries, it enables us to increase focus on the opportunities and development of each company."

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 08:00 CET on 16 May 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".