

Nelly presents NLYman.com

Press release, Malmö, 24 February 2014

Nelly.com is a leading online store for female trend and party fashion. Now Nelly also launches NLYman.com, an online store fully dedicated to fashion conscious men.

NLY Man is a new concept in CDON Group's fashion company Nelly where male fashion gets its own brand and website, NLYman.com. Visitors can shop products from both Nelly.com and NLYman.com in the same purchase. Right from the start there is a range of more than 350 brands. New fashion is introduced every day from well-known brands like Tiger of Sweden, Jack & Jones, Filippa K, Nudie Jeans, J Lindeberg, River Island, Selected Homme, G-Star and others. NLY Man is aimed at the fashion conscious, outward males, around 25 years old who wants the latest trends from the leading brands .

Paul Fischbein, President and CEO of CDON Group, commented: "We are proud to present Nelly's dedicated site for menswear, NLYman.com. The focus on male fashion under a separate brand makes both Nelly.com and NLYman.com clearer and more focused on their separate core audiences, which is a strength in our ongoing expansion."

For further information please visit cdongroup.com or contact:

Paul Fischbein, CEO CDON Group

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

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 11:45 CET on 24 February 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 and Lekmer.com), Fashion (Nelly.com and Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com and Milebreaker.com) and Home & Garden (Tretti.com and 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".