

CDON Group launches Nelly.com in Belgium

Press release, Malmö 5 March 2014

CDON Group AB (publ) ("CDON Group"), the leading e-commerce group in the Nordic region, announced that its subsidiary NLY Scandinavia has now launched a local beta-version of Nelly.com in Belgium.

Nelly.com has previously been available to the Belgian market through an EU-site in English, but now the customers are served through a dual language site which is adapted for the local market. The launch in Belgium is in line with the company's strategy and provides increased local presence on yet another e-commerce market.

Paul Fischbein, President and CEO of CDON Group, commented: "The launch in Belgium is a natural step for Nelly after the launches in the Netherlands and France. We believe that Nelly.com, with its strong and unique offering will appeal to the Belgian target audience. In line with previous launches on new markets, the launch in Belgium will initially be carried out on a small scale with limited marketing activities. "

About Nelly.com

Nelly.com is the Nordic region's largest online store for fashion and beauty conscious men and women between the age of 18 and 35 and operates local e-commerce stores in the Nordics, Germany, Austria, the UK, the Netherlands, France and Belgium. For other countries of the European Union there is an EU-site in English, the company also offers a global version of the site. Nelly.com inspires with news every day from some of the store's 850 different brands. Sales of private label products account for around 30% of total sales.

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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 13:30 CET on 5 March 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, NLYman.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".