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This press release has been published in Swedish and English. In the event of any discrepancy in content between Swedish original text and the English translation, the Swedish original shall prevail.

Terms for CDON Group's rights issue set

Press release, Stockholm, 18 November 2014

- Shareholders in CDON Group have preferential rights to subscribe for one (1) new share per two (2) existing shares
- The subscription price is SEK 13 per share, which represents total rights issue proceeds of approximately SEK 647 million before transaction costs
- The rights issue is subject to approval by an Extraordinary General Meeting to be held on 21 November 2014
- The subscription period is 28 November – 12 December 2014
- Investment AB Kinnevik ("Kinnevik"), representing approximately 27 per cent of the capital in CDON Group, has through a subscription undertaking committed to subscribe for its shareholding in the rights issue. In addition, Kinnevik has committed to guarantee the remainder of the rights issue

The rights issue

The Board of Directors of CDON Group has set the final terms for CDON Group's rights issue that was resolved on 21 October 2014. Shareholders in CDON Group have preferential rights to subscribe for 1 new share per 2 existing shares. Every existing share in CDON Group entitles the holder to 1 subscription right, and 2 subscription rights entitle to subscription for 1 new share. The subscription price has been set at SEK 13 per new share. This corresponds to a discount of approximately 26 per cent to the theoretical ex-rights price, based on the closing price on 17 November 2014 for CDON Group's share listed on Nasdaq Stockholm.

Up to 49,756,593 new shares will be issued, which will increase the share capital with up to SEK 99,513,186, at full subscription. The total proceeds will, at full subscription, amount to approximately SEK 647 million before transaction costs. The rights issue is subject to approval by the shareholders at an Extraordinary General Meeting to be held on 21 November 2014 at 10.00 CET at the offices of Advokatfirman Cederquist at Hovslagargatan 3 in Stockholm.

The record date at Euroclear for the right to receive preferential rights is on 25 November 2014. The subscription period is 28 November – 12 December 2014 with the possibility for the Board to extend the subscription period.

Subscription commitment and guarantee undertaking

Kinnevik, representing approximately 27 per cent of the capital and votes in CDON Group, has through a subscription commitment undertaken to subscribe for shares in the rights issue corresponding to its shareholding in CDON Group. In addition, Kinnevik has through a guarantee undertaking committed to subscribe for the shares in the rights issue which potentially have not been subscribed for with or without subscription rights.

Preliminary timetable

21 November 2014	Extraordinary General Meeting resolves on approval of the Board of Director's rights issue resolution
24 November 2014	First day of trading in the CDON Group share excluding subscription rights
25 November 2014	Record date for allotment of subscription rights
27 November 2014	Estimated date for publication of prospectus
28 November - 10 December 2014	Trading in subscription rights
28 November - 12 December 2014	Subscription period
18 December 2014	Announcement of the preliminary result of the rights issue
30 December 2014	Date of announcement of the final result of the rights issue

Financial and legal advisers

SEB Corporate Finance is acting as financial adviser to CDON Group in the rights issue and Cederquist is acting as legal adviser to CDON Group.

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The information in this announcement is such that CDON Group AB (publ) is required to disclose under the Securities Markets Act. This information was released for publication at 08:00am CET on 18 November 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 in consumer goods and lifestyle products through CDON.com, Lekmer, Nelly (Nelly.com, NLYman.com, Members.com), Gymgrossisten (Gymgrossisten.com/Gymsector.com, Bodystore.com, Milebreaker.com) and Tretti. The group also comprises the payment solution Qliro. In 2013, the group generated 4.4 billion SEK in revenue. CDON Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "CDON".

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