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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.*

## Extraordinary General Meeting 2014

Press release, Stockholm, 21 November 2014

**CDON Group AB (publ.), the leading e-commerce group in the Nordic region, today announced that the Extraordinary General Meeting (EGM), held today in Stockholm, approved the company's preferential rights issue, announced on 22 October 2014, and resolved to amend the Articles of Association including the change of the company name to Qliro Group AB (publ.).**

The EGM resolved to approve the Board's decision of 21<sup>st</sup> of October 2014 to increase the company's share capital through a new issue of ordinary shares with preferential rights for existing shareholders.

The rights issue is carried out in accordance with the conditions set by the Board of Directors on 17 November 2014:

- Shareholders in CDON Group have preferential rights to subscribe for 1 new share per 2 existing shares.
- The subscription price is SEK 13 per new share, which represents total rights issue proceeds of approximately MSEK 647 before transaction costs.
- The subscription period is 28 November – 12 December 2014 with the possibility for the Board to extend the subscription period.
- 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 record date at Euroclear Sweden AB for the right to receive subscription rights is 25 November 2014.

The rights issue is fully guaranteed by Investment AB Kinnevik.

Detailed terms for the rights issue will be available in the prospectus, expected to be published by CDON Group on or about 27 November 2014.

The EGM also resolved to amend the Articles of Association's provisions regarding the company's name (to Qliro Group AB (publ.)), the object of the company's business (to own and manage real property and movables, primarily through investments in businesses within the areas internet, online, e-commerce and retailing primarily with consumer brands and products as well as financing operations) as well as the minimum and maximum share capital and number of shares. Until the new Articles of Association have been registered by the Swedish Companies Registration Office (Sw. Bolagsverket), which will take place around 2 January 2015, the company will use the existing company name CDON Group AB.

**For further information, please visit CDONgroup.com or, contact:**

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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 11:15 CET on 21 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".

**Important information**

This press release does not contain or constitute an invitation or an offer to acquire, sell, subscribe for or otherwise trade in shares, subscription rights or other securities in CDON Group. Invitation to the persons concerned to subscribe for shares in CDON Group will only be made through the prospectus that CDON Group intends to publish at CDON Group's website, following the approval and registration by the Swedish Financial Supervisory Authority (Sw. Finansinspektionen) around 27 November 2014. The prospectus will contain, among other things, financial statements as well as information regarding CDON Group's Board of Directors. This press release has not been approved by any regulatory authority and is not a prospectus, accordingly investors should not subscribe for or purchase any securities referred to in this press release except on the basis of information provided in the prospectus to be published by CDON Group.

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