

Qliro Payment Solution is now launched in Sweden

Press release, Stockholm, 1 December 2014

CDON Group AB (under name change to Qliro Group), today announced that they have launched Qliro Payment Solution for invoice- and instalment payments on the Group's internet stores Nelly, NLYman, CDON.com and Lekmer in Sweden.

The launch follows the pilot test which began on the internet store Members.com in June and was extended to also comprise Tretti.se as of September 2014.

–The integration on the Swedish sites of Nelly, NLYman, Lekmer and CDON.com is an important step in our launch of Qliro Payment Solution and something we have been looking forward to, comments Paul Fischbein, President and CEO of CDON Group.

Qliro Payment Solution will be reported in the new segment Qliro Financial Services as of the fourth quarter 2014. Due to the large volumes during the fourth quarter Qliro Financial Services is expected to report a negative operating result of SEK 10-15 million in the fourth quarter. The financial target for Qliro Financial Services is to be profitable full year 2016 and to contribute with approximately SEK 100 million to group EBT in 2018.

About Qliro

Qliro was founded in 2014 as part of CDON Group. Qliro is a company that enables safe online shopping for consumers by allowing them to get their goods delivered in advance of the payments. Qliro Payment Solution is currently used by the internet stores Members, Tretti, Nelly, NLYman, Lekmer and CDON.com. In 2015 the service is expected to be launched in Norway and Finland, as well as for the internet stores Gymgrossisten, Bodystore and Milebreaker.

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 11:00 CET on 1 December 2014.

For further information, please visit cdongroup.com or, contact:

Paul Fischbein, President and CEO

Tel: +46 (0) 10 703 20 00

Questions from investors and research analysts:

Nicolas Adlercreutz, CFO

Tel: +46 (0) 70 587 44 88

E-mail: ir@cdongroup.com

Questions from media:

Fredrik Bengtsson, Head of Communications

Tel: +46 (0) 700 80 75 04

E-mail: press@cdongroup.com

About CDON Group

CDON Group is one of the leading e-commerce groups 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".