

CDON Group launches Gymsector.com in Austria

Press release, Stockholm 18 June 2014

CDON Group AB (publ), the leading e-commerce group in the Nordic region, today announced that its subsidiary Gymgrossisten AB has expanded to Austria through the launch of Gymsector.com/at.

Gymsector is the brand name that the supplement store Gymgrossisten use for its continued expansion outside the Nordic markets. Subsequent to the launch Gymgrossisten now operates e-commerce stores in Sweden, Norway, Finland, Denmark, Germany and Austria.

Paul Fischbein, President and CEO of CDON Group, commented: "The launch of Gymsector in Austria is a natural next step as Gymgrossisten continues to expand on the European market. The company has a successful business model and unique offering that we believe will appeal to the Austrian customers."

About Gymgrossisten

Gymgrossisten.com is the largest online retailer for health and training and operates local e-commerce stores in the Nordics, Germany and Austria, Gymgrossisten offers a range of more than 200 different brands and private label products account for more than 40% 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 08:00 CET on 18 June 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). 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".