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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.

Publication of prospectus regarding CDON Group's rights issue

Press release, Stockholm, 27 November 2014

The Board of Directors in CDON Group has prepared a prospectus regarding the rights issue in the company, which has been approved and registered by the Swedish Financial Supervisory Authority. The prospectus is now available on CDON Group's website www.cdongroup.com, and on SEB's website www.sebgroup.com/prospectuses.

The prospectus can also be ordered from CDON Group via e-mail ir@cdongroup.com.

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.

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 27 November 2014.

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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). 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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not constitute a prospectus within the meaning of the Prospectus Directive or an offer to the public.

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