

## CDON Group coordinates the operations of Tretti.se and CDON.com

Press release, Malmö 6 November 2012

**CDON Group AB, the leading e-commerce Group in the Nordic region, today announced the decision to coordinate internal operations for two of the Groups online stores, Tretti.se and CDON.com.**

The two online stores are coordinated to realize Group synergies with the aim to strengthen future competitiveness, growth potential and profitability. As a part of the coordination, Tretti.se will move organisational functions to the Groups office in Malmö, where CDON.com today conducts similar operations.

Paul Fischbein, President and CEO of CDON Group, comments: "Tretti has shown a fantastic development in the recent years and has grown to become one of the leading online stores on the Nordic home appliances market. Both Tretti and CDON operate on competitive markets and since the acquisition of Tretti we have coordinated a number of functions within the group. We see potential to further strengthen Tretti's customer offer and this merger is therefore a natural next step."

"We will of course keep both online stores as they exist today. We offer all employees within the group continued employment at the Malmö office."

The coordination will be in effect as of the 1<sup>st</sup> of January 2013 and the new CEO for Tretti AB is Christian Eriksson.

**For further information please visit [cdongroup.com](http://cdongroup.com) or contact:**

Paul Fischbein, President and Chief Executive Officer

Tel: +46 (0) 10 703 20 00

Fredrik Bengtsson, Head of Communications

Tel: +46 (0) 700 80 75 04

Email: [ir@cdongroup.com](mailto:ir@cdongroup.com), [press@cdongroup.com](mailto:press@cdongroup.com)

### **About CDON Group**

CDON Group is the leading e-commerce group in the Nordic region. Established in 1999, the Group has continuously expanded its product portfolio and is now a leading e-commerce player in the Entertainment (CDON.COM, BookPlus.fi, Lekmer.com), Fashion (Nelly.com, Heppo.com, Members.com), Sport & Health (Gymgrossisten.com, Bodystore.com) and Home & Garden

(Tretti.com and Rum21.se) segments. The group reported revenues of SEK 3.4 billion for the full year 2011. CDON Group is listed on the NASDAQ OMX Stockholm Mid-cap list under short name CDON.