

# PRESS KIT



CDON GROUP

CDON.COM

nelly.com

LimeLotto.com

GYM GROSSISTEN.COM

bodystore.com

BookPlus  
KIRJAMAAILMA

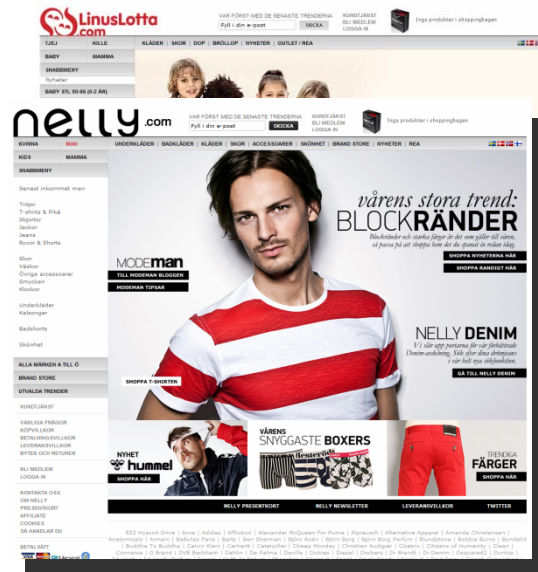
Lekmer.se

# BUSINESSES AND BRANDS



## Entertainment

CDON.COM  
BOOKPLUS.FI  
LEKMER.SE



## Fashion

NELLY.COM  
LINUSLOTTA.COM



## Health & Sport

GYMGROSSISTEN.COM  
BODYSTORE.COM

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# MILESTONES

**1999** CDON.COM launched as online record store within Modern Times Group MTG AB

**2000** DVDs and games added

**2003** Books added

**2004** First in the Nordic region to offer digital music download service

**2005** Mobile phones and home electronics added

**2006** Rental service for streaming of movies added

**2007** Mp3 added. Nelly.com, LinusLotta.com & BookPlus.fi acquired

**2008** Download service of digital PC games added. Gymgrossisten.com acquired

**2009** LinusLotta.com business integrated with Nelly.com, BookPlus.fi business integrated with CDON

**2010** Acquisition of Lekmer.se

# BUSINESS FACTS

**Entertainment** 9,1 million products delivered in 2009 – in 3,9 million parcels

**Fashion** 0,7 million products delivered in 2009 – in close to 400,000 parcels

**Health & sports** 2,6 million products – in more than 400,000 parcels

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# FINANCIAL FACTS

**Sales** up 36% in 2009  
(entertainment up 26%,  
health & sports 45% and  
fashion 157%)

**CDON Group's** sales were SEK  
1,746 (1,286) million, and the  
operating income SEK 125 (83)  
million

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# BUSINESS AREA ENTERTAINMENT

**CDON.COM** is the leading online retailer of entertainment products in the Nordic region, with a broad offering including CDs, DVDs, computer games, books, electronic products, and services such as music downloads and on-demand film streaming.

CDON – initially offering only CDs – was launched by MTG in Sweden, Norway and Denmark in February 1999. Soon to follow was the launch of other online retailers for niche products, such as DVDON and GAMERSON. In 2000 all of them were merged into CDON.

The launch of CDON was a logical development for MTG. In 1989 the Group had launched the home shopping concept TV-Shop, which became the biggest company in Europe for direct sales on television. By 1999 the internet penetration in the Nordic region had increased rapidly and opened the move to internet retailing. In net sales, CDON became bigger than TV-Shop in 2004. TV-Shop was sold in 2007.

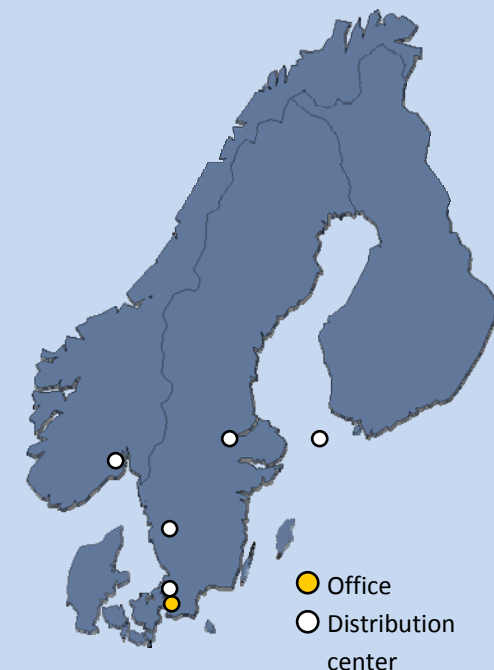
There has been a Finnish language version of CDON since the summer of 2000 and later an EU version in English was added.

## CDON GROUP

### BRANDS



### OPERATIONS



# BUSINESS AREA ENTERTAINMENT

**BookPlus.fi** is a Finnish online book retailer which CDON acquired in December 2007 from Helsingin Dataclub Oy. BookPlus.fi was merged with the CDON.COM business in 2009.

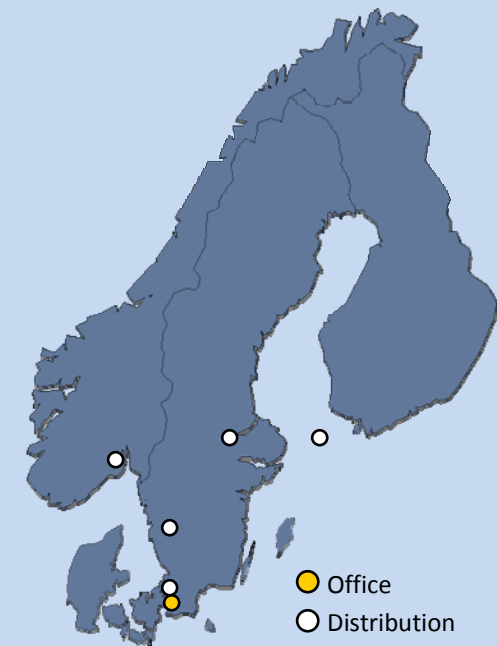
**Lekmer.se** is a leading Swedish online toy retailer. Lekmer.se, which was launched in 2006, was acquired on 31 March 2010. Lekmer.se offers toys from leading brands including Alga, Mattel, Brio, Micki, Babybjörn, Disney, Hasbro, Lego and Playmobil.

CDON GROUP

## BRANDS



## OPERATIONS



# BUSINESS AREA FASHION

**Nelly.com** is the leading fashion retailers on the internet in the Nordic region.

Nelly, which had been established in 2003, was acquired by CDON in August 2007.

Since CDON became the owner, Nelly has been introduced in Norway in June 2008 and in Denmark and Finland in October 2008.

**LinusLotta.com** The online children's clothes retailer Linus & Lotta was acquired by CDON in December 2007.

Linus & Lotta already had an online presence across the Nordic region, with localised web shops in Swedish, Danish, Norwegian and Finnish, when the retailer was acquired by CDON.

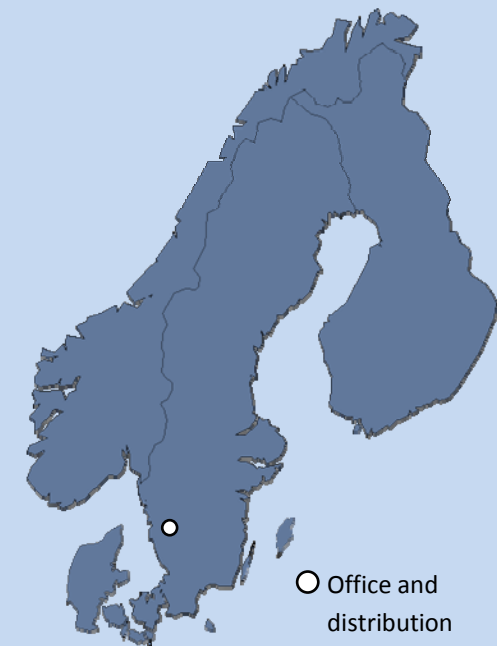
LinusLotta.com was merged with the Nelly.com business in 2009.

CDON GROUP

## BRANDS



## OPERATIONS



# BUSINESS AREA HEALTH AND SPORTS

**Gymgrossisten.com** has a leading position in the Swedish market for nutritional supplement products, primarily via the internet, but also through franchise stores. On 14 December 2007 CDON made a recommended offer for the entire outstanding share capital of Gymgrossisten Nordic AB, listed on the First North market place of the OMX Nordic Exchange.

As at 6 February 2008, MTG controlled 99.42% of the issued and outstanding shares in Gymgrossisten. The company was delisted from First North on 29 February 2008, and after a mandatory tender MTG became the owner of the remaining outstanding shares on 24 November 2008. Gymgrossisten had been established in 1996. Since December 2007, prior to CDON's acquisition, Gymgrossisten was established in Finland under the brand Fitnessstukku. In October 2008 CDON launched a Norwegian language version of Gymgrossisten.

**Bodystore.com** was included in CDON's acquisition of Gymgrossisten. While Gymgrossisten specialises in nutritional supplement products, Bodystore specialises in dietary and health supplement products. Gymgrossisten had acquired Bodystore in July 2007. Bodystore is available in a Swedish language version.

## BRANDS



## OPERATIONS



○ Office and  
distribution  
center

# MIKAEL OLANDER

**Born 1963, Mikael became CEO of CDON.COM in 2000 and has remained CEO since. CEO of MTG Internet Retailing since 2007. Previously held the position as brand manager at Egmont Kärnan between 1995 and 1999.**

**Bachelor of Science from  
Louisiana State University  
MBA from UCLA, Los Angeles**



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# MIKAEL OLANDER

**Sports** Retired decathlete. NCAA Outdoor Track and Field Champion, for Louisiana State University Tigers (1988). Twice Swedish champion, in decathlon (1986) and pentathlon (1987). Participated in European Championships in Stuttgart (1986, 12th) World Championships in Rome (1987, 15th) and Summer Olympics in Seoul (1988, 17th).



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