



CDON Group AB

Paul Fischbein, President & CEO, January 2013
CDON Group AB (NASDAQ OMX Stockholm: CDON)

CDON GROUP IN BRIEF

#1 e-commerce group in the Nordics

10 brands in 4 segments

1,030 employees

Listed on Nasdaq OMX since 2010

ENTERTAINMENT

CDON.COM

BookPlus
KIRJAMAAILMA



SPORTS & HEALTH

GYM GROSSISTEN.com
For Athletes. By Athletes

bodystore.com
Höstkost till lägre pris

FASHION

nelly.com

heppg
Handpicked for your feet

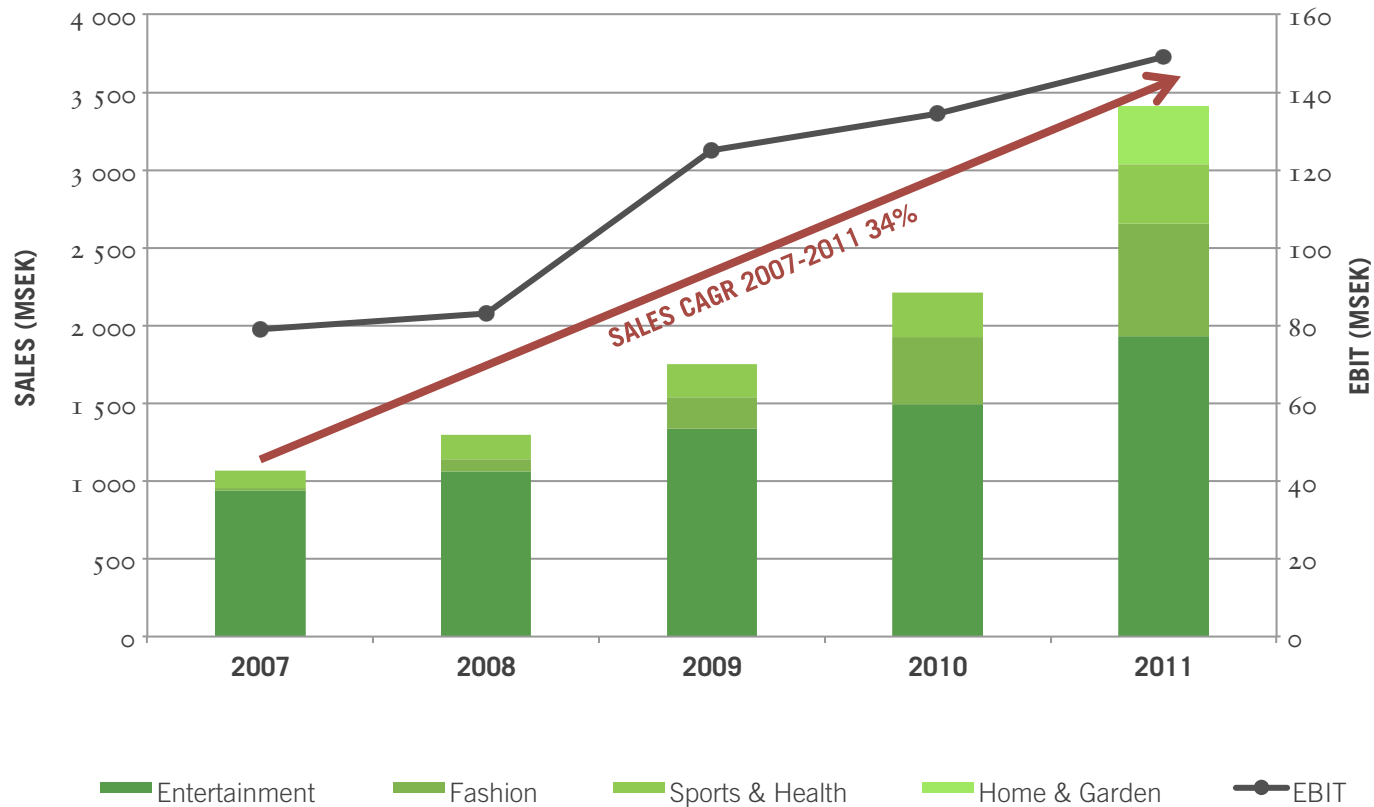
M
members.com

HOME & GARDEN

tretti®.se









RUM21
form+funktion+själ

CDON GROUP SALES 2007-2011

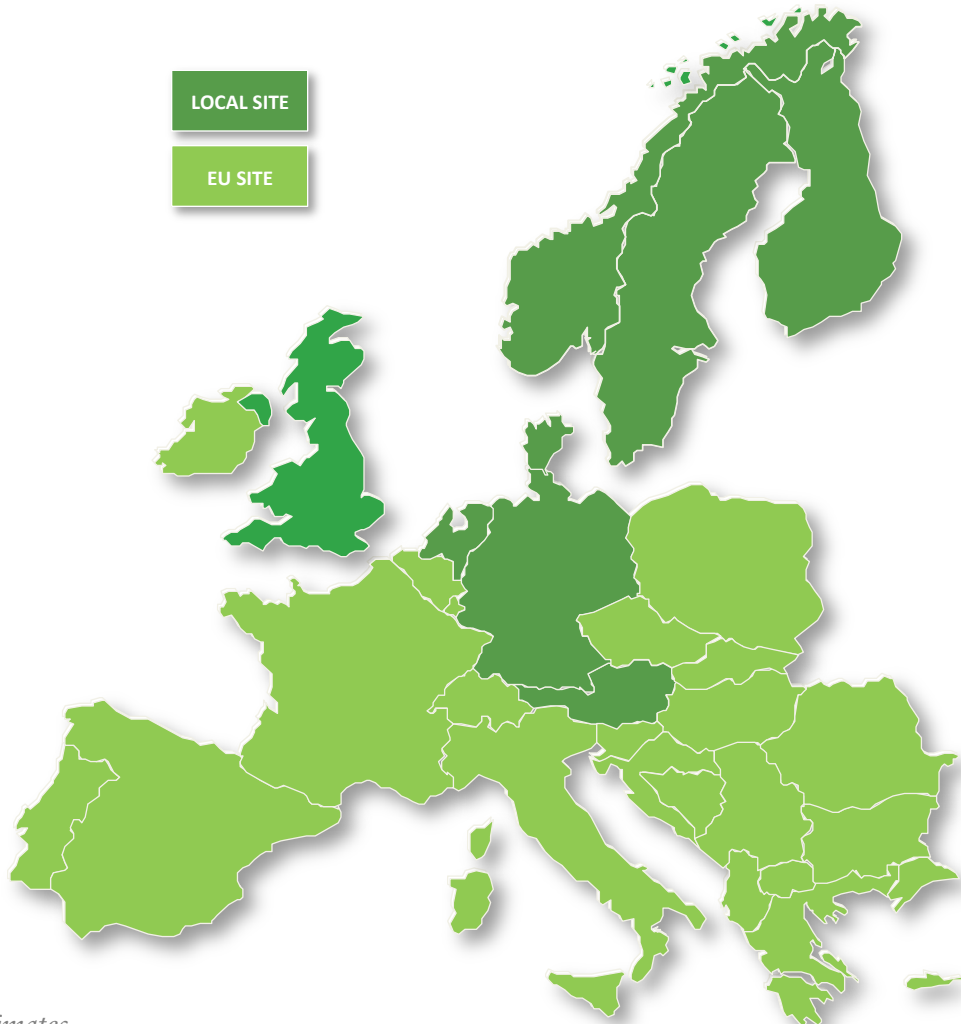


CDON GROUP POSITIONS

MARKET POSITION*

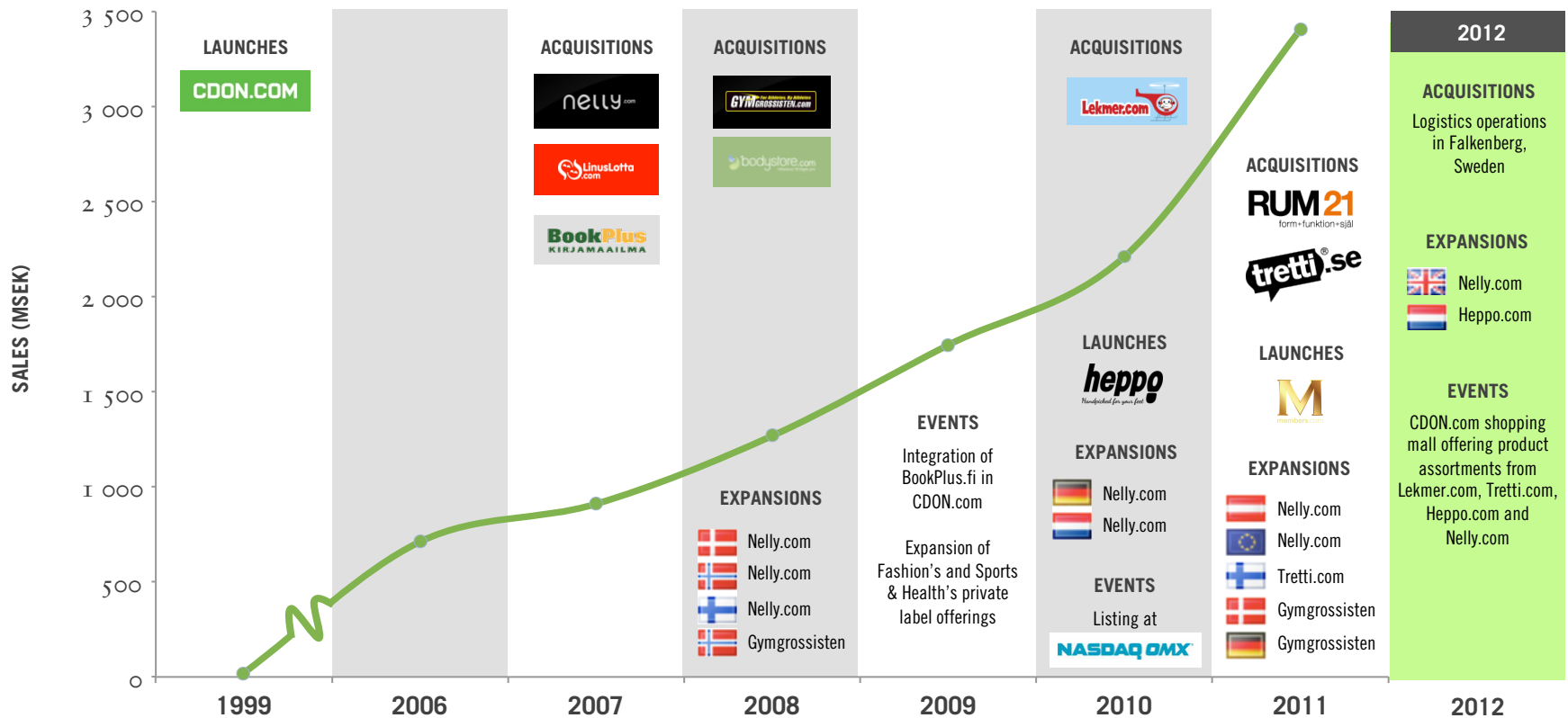
	#1
	#1
	#1
	#1
	#1
	#1
	Top 3
	#3

LOCAL SITE
EU SITE




* Home market. Source: CDON Group estimates

CDON GROUP HISTORICAL HIGHLIGHTS



CDON GROUP FINANCIALS 2012

	Entertainment		Fashion		Sports & Health		Home & Garden		cdongroup 	
	Q3	YTD	Q3	YTD	Q3	YTD	Q3	YTD		
Net sales	525.0	1473.4	193.3	615.6	123.5	367.5	141.6	434.0	982.5	2,889
Growth YOY	22%	27%	23%	36%	32%	31%	-3.0%	120%	19%	38%
Sales share	53%	51%	20%	21%	13%	13%	14%	15%	100%	100%
EBIT	19.6	55.6	-30.3	-126.3	10.6	34.9	-1.3	-10.6	-7.6	-63.2
EBIT margin	3.7%	3.8%	-15.7%	-20.5%	8.6%	9.5%	-0.9%	-2.4%	-0.8%	-2.2%
Visits	21.8	63.7	25.7	85.3	3.0	9.5	2.8	8.1	53.3	166.5
Orders	1.0	3.0	0.3	0.9	0.2	0.5	0.1	0.2	1.6	4.6

CDON GROUP FINANCIALS 2012

	Q3 2012	Q3 2011	FY 2011		Q3 2012	Q3 2011	YTD 2012	YTD 2011
Non current assets	617.2	592.9	603.3	Net debt	362	227	362	227
Inventory	682.9	474.9	459.1	Equity/asset ratio	24%	29%	24%	29%
Receivables	173.2	143.4	145.6	CF from operations	-92	-28	-373	110
Cash and cash equivalents	9.0	135.5	417.4	Total cash flow	-101	-74	-408	-296
Total assets	1 482.3	1 346.8	1 625.3	ROCE*	1%	16%	1%	16%
Equity	354.5	389.1	417.3	ROE	-3%	17%	-3%	17%
Interest bearing liabilities	385.9	377.8	410.4	Inventory turnover	6.2	6.0	6.2	6.0
Non interest bearing liab.	741.9	579.9	797.6					
Total equity and liabilities	1 482.3	1 346.8	1 625.3					

ROCE declined year on year in Q3, which mainly is explained by the lower operating profit compared to last year, the acquisition the Tretti AB in June 2011 as well as higher inventory due to the fact that the more inventory intensive segment's share of total Group sales has increased

Figures in millions, currency in SEK

**ROCE calculated based on quarterly average capital employed over the last year*

CDON GROUP **EXECUTING ON STRATEGY**

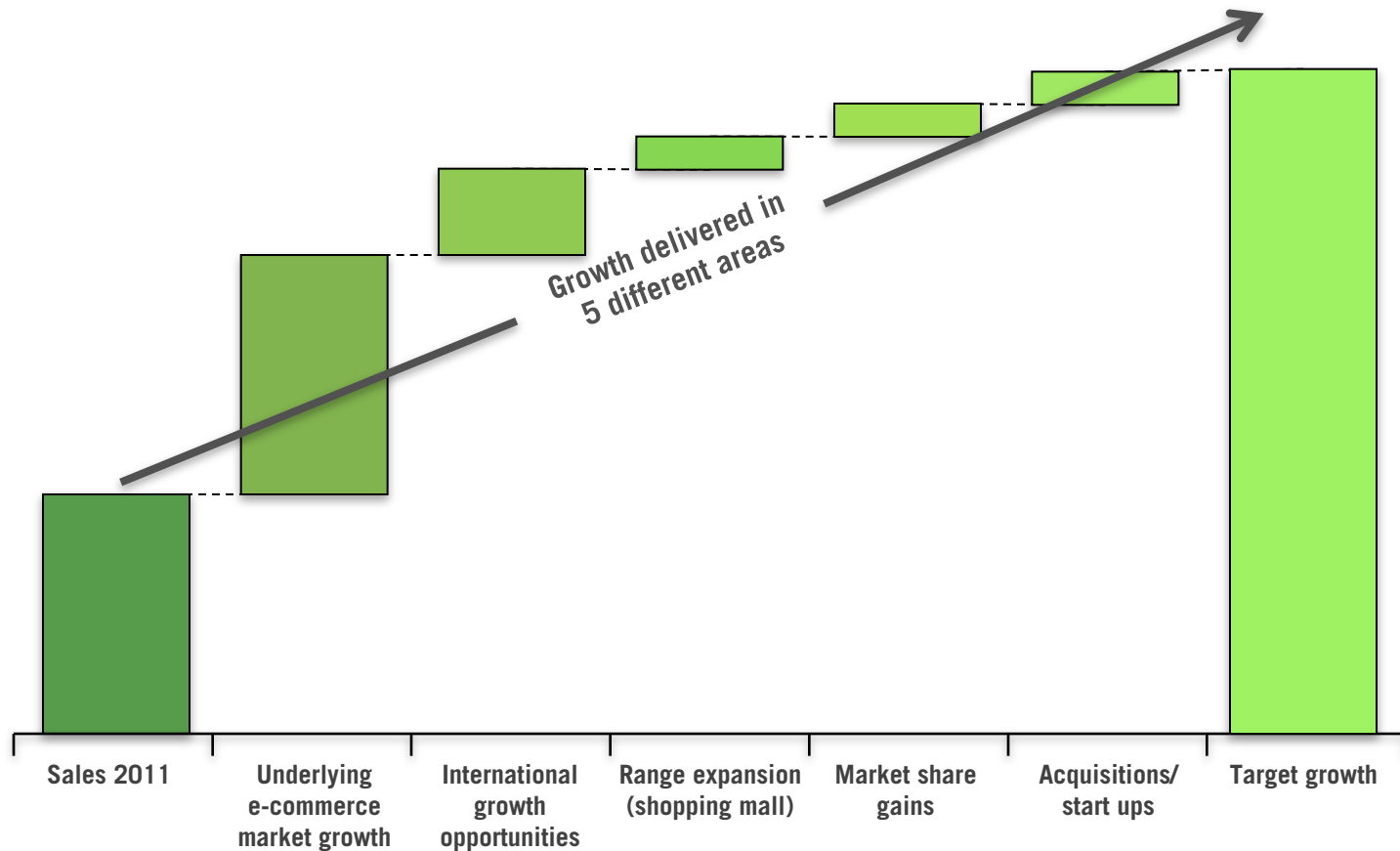
Broadening Cdon.com into Nordic shopping mall

Expanding Nelly.com

Expanding Sports & Health segment

Establishing leading logistics operations

CDON GROUP LT GROWTH STRATEGY



Sizes of the bars in the diagram are for illustrative purposes only

Thank you!

*For further information, please visit
www.cdongroup.com or contact
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cdongroup 