



Financial Results for the Second Quarter and First Six Months 2012

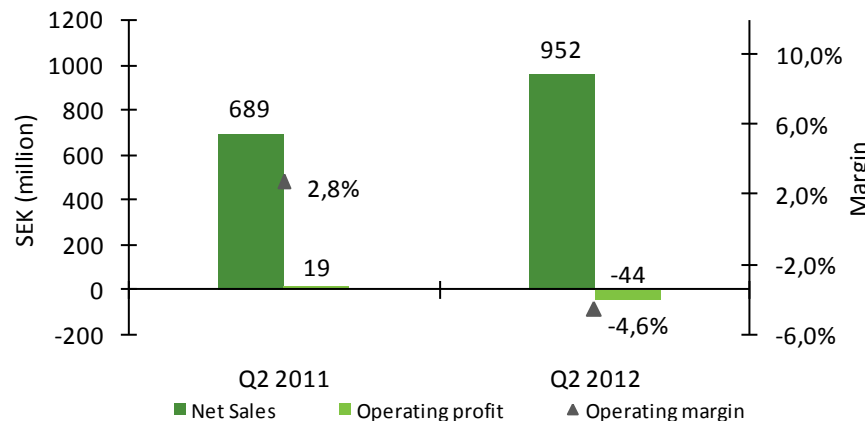
18 July 2012



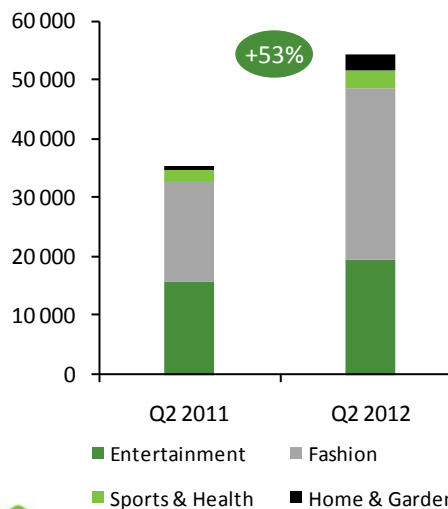
Yet another strong growth quarter with a sales increase of 38% year on year

- Net sales up 38% y/y to SEK 952.1 (689.1) mn
 - Net sales up 38% at constant exchange rates
- Gross profit up 13% y/y to SEK 142.9 (126.4) mn & gross margin of 15.0% excl. non-recurring items
 - Gross profit down 13.8% y/y to SEK 109.0 (126.4) mn with a gross margin of 11.4%, incl. non-recurring items of SEK -33.9 mn
- Operating profit of SEK -5.8 (23.8) mn & operating margin of -0.6% excluding non recurring items
 - Operating profit of SEK -43.5 (19.1) mn & operating margin of -4.6% including non-recurring items of SEK -37.7 mn
- Pre-tax profit of SEK -48.5 (15.1) mn & net income of SEK -37.1 (10.4) mn
 - Earnings per share of SEK -0.54

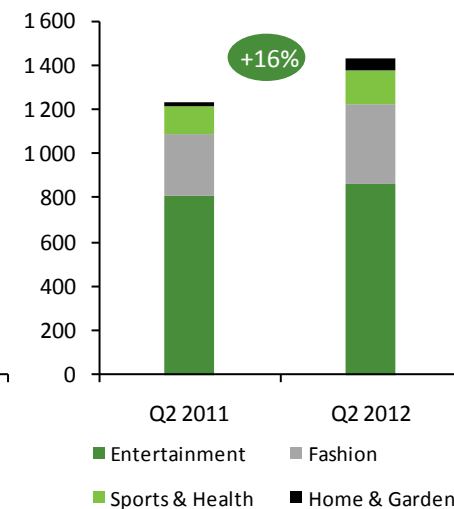
Operating development



No. of website visits ('000)



No. of orders ('000)

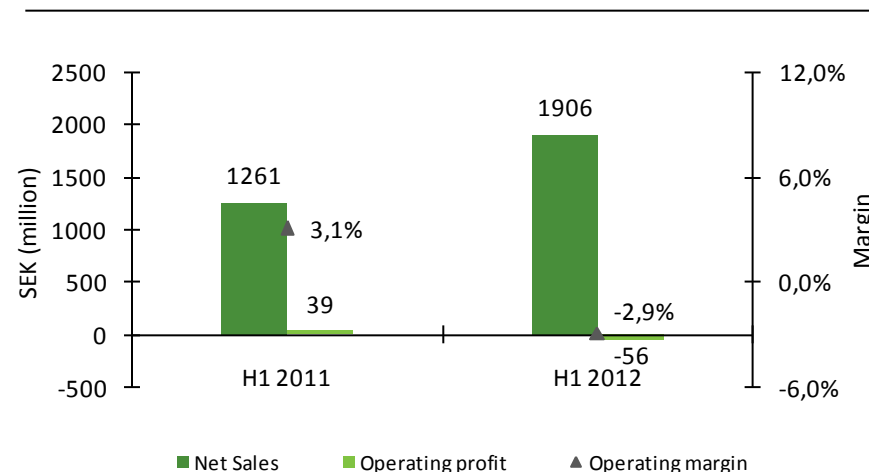


Sales growth of 51% YTD

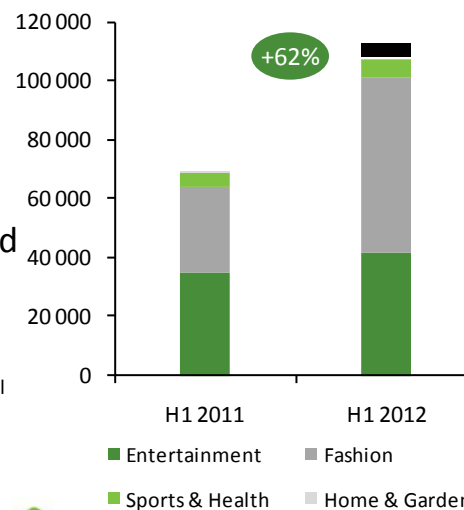
- Net sales up 51% y/y to SEK 1,906.4 (1,260.9) mn
 - Net sales up 51% at constant exchange rates
- Gross profit up 24% y/y to SEK 292.5 (236.3) mn & gross margin of 15.3% excl. non-recurring items
 - Gross profit up 3.5% y/y to SEK 244.6 (236.3) mn & gross margin of 12.8% incl. non-recurring items of SEK -47.9 mn
- Operating profit of SEK -3.9 (43.9) mn & operating margin of -0.2% excl. non-recurring items
 - Operating profit of SEK -55.6 (39.2) mn & -2.9% operating margin incl. non-recurring items of SEK -51.7 mn related to Nelly.com's warehouse relocation and adjusted offset model for returned goods
- Pre-tax profit of SEK -66.0 (31.8) mn & net income of SEK -50.1 (23.1) mn
- Basic earnings per share of SEK -0.72 (0.35) and diluted earnings per share of SEK -0.72 (0.35)*

*Basic earnings per share for all periods has been calculated on the average number of outstanding shares for the periods, amounting to 66,342,124. Diluted earnings per share for all periods has been calculated on the average number outstanding shares after dilution for the periods, amounting to 72,921,071.

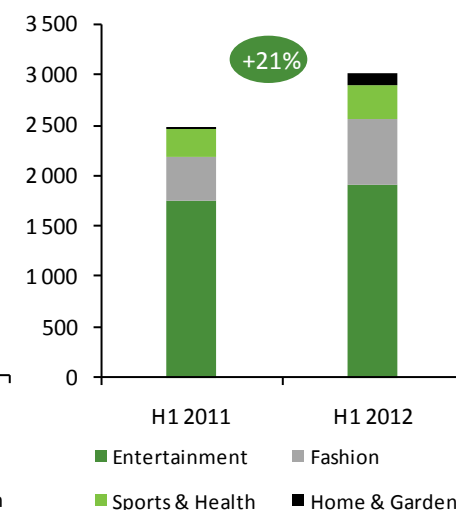
Operating development



No. of website visits ('000)



No. of orders ('000)



Group Summary

	Entertainment		Fashion		Sports & Health		Home & Garden		cdongroup	
	Q2-12	H1-12	Q2-12	H1-12	Q2-12	H1-12	Q2-12	H1-12	Q2-12	H1-12
Net sales	464.1	948.3	225.9	422.3	116.4	244.0	146.1	292.4	952.1	1,906.4
Growth yoy	27%	30%	23%	43%	29%	31%	199%	469%	38%	51%
Sales share	49%	50%	24%	22%	12%	13%	15%	15%	100%	100%
EBIT	11.8	36.0	-57.5	-96.1	10.9	24.3	-3.4	-9.3	-43.5	-55.6
EBIT margin	2.6%	3.8%	-25.5%	-22.8%	9.4%	9.9%	-2.3%	-3.2%	-4.6%	-2.9%
Visits	19.6	41.9	29.3	59.6	3.0	6.5	2.7	5.3	54.5	113.2
Orders	0.9	1.9	0.4	0.7	0.2	0.3	0.1	0.1	1.4	3.0



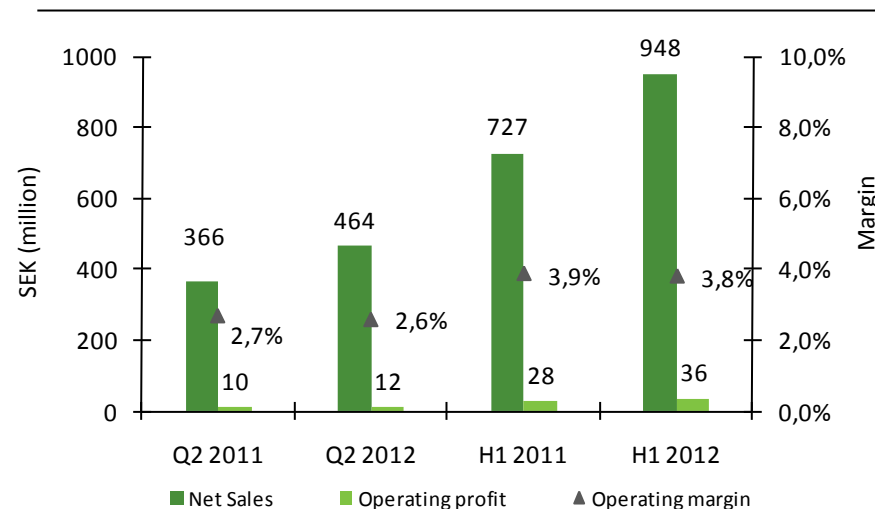
Business Profile & Performance



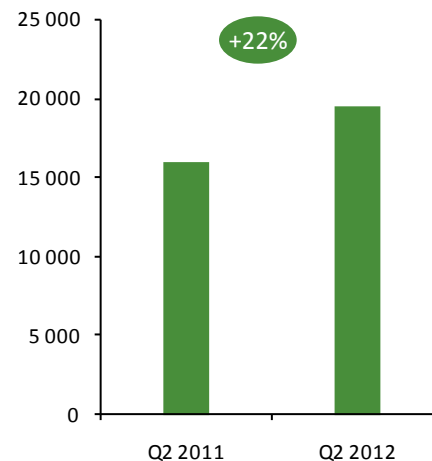
Continued strong growth within the consumer electronics category

- Sales up 27% y/y in Q2 and 30% y/y YTD
 - The product category consumer electronics continued to grow at a high rate and constituted a larger share of sales than previously
- Represented 49% (53%) of total Group sales in Q2 and 50% (58%) YTD
- Operating profits of SEK 11.8 (9.9) mn in Q2 and SEK 36.0 (28.1) mn YTD
 - Operating margin of 2.6% (2.7%) in Q2 and 3.8% (3.9%) YTD

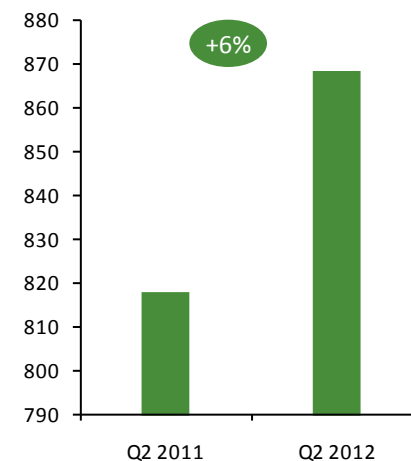
Operating development



No. of website visits ('000)



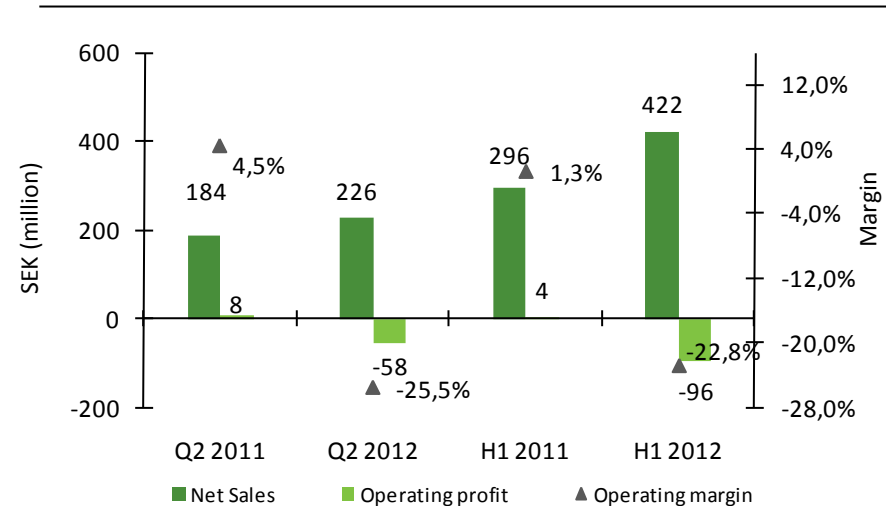
No. of orders ('000)



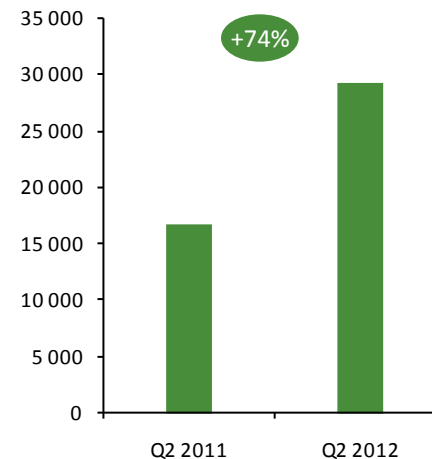
23% year on year revenue growth in Q2 following geographical expansions and market share gains on the Nordic market

- Sales increased by 23% y/y in Q2 and by 43% y/y YTD
 - Growth is a combination of increased market shares in the Nordic markets and geographical expansion outside the Nordics
 - In the second quarter a local version of Nelly.com was launched in the UK and Heppo.com was launched in the Netherlands
 - Nelly .com completed the warehouse transfer, which is crucial for its continued expansion
- Represented 24% (27%) of total Group sales in Q2 and 22% (24%) of total Group sales YTD
- Operating profits of SEK -19.8 (8.3) mn in Q2 excluding non recurring items and SEK -57.5 (8.3) mn including non recurring items of SEK -37.7 mn
 - Operating margin of -25.5% (4.5%) including non recurring items
 - Relocation of warehouse for Nelly.com contributed largely to the non-recurring items
 - The increased growth also contributed to a negative impact on earnings in the quarter

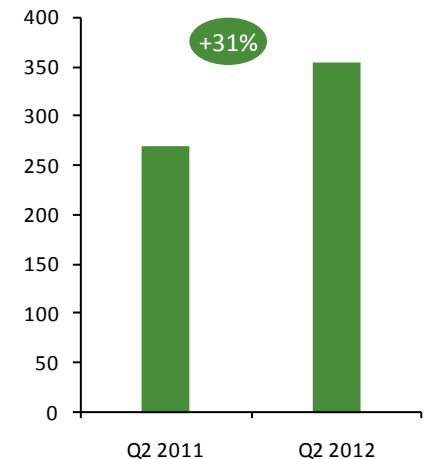
Operating development



No. of website visits ('000)



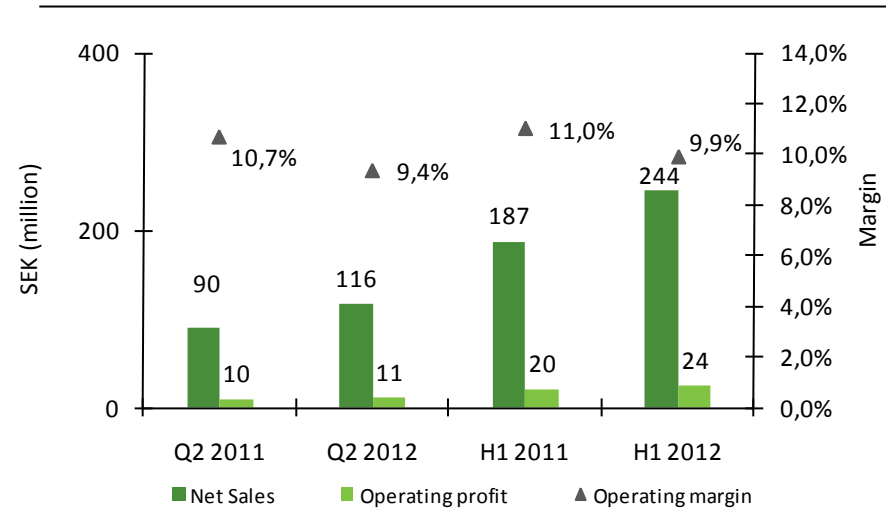
No. of orders ('000)



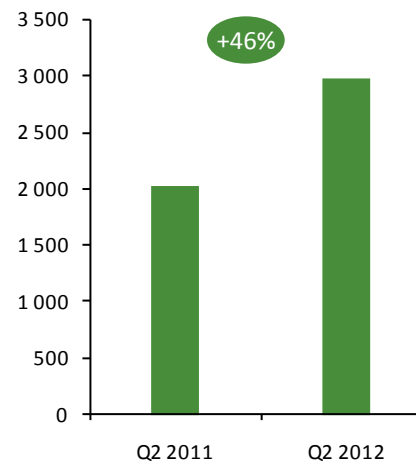
29% year on year revenue growth in Q2 with continued geographical expansion

- Sales up 29% y/y in Q2 and 31% y/y in H1
 - Strong sales growth in the second quarter
 - The launch on the German market has gone according to plan and the product line has expanded daily
- Sports & Health segment represented 12% (13%) of Group sales in the second quarter and 13% (15%) in the first half of the year
- Operating profits of SEK 10.9 (9.6) mn in Q2 and SEK 24.3 (20.4) mn YTD
 - Operating margins of 9.4% (10.7%) in Q2 and margins of 9.9% (11.0%) YTD

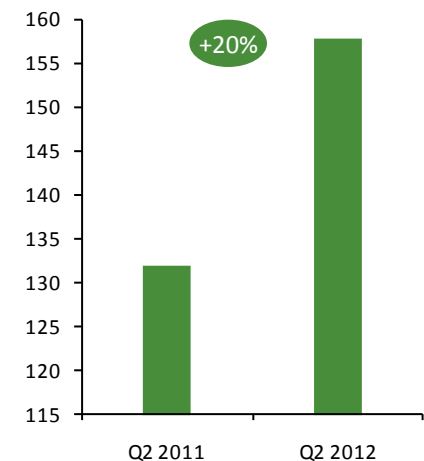
Operating development



No. of website visits ('000)



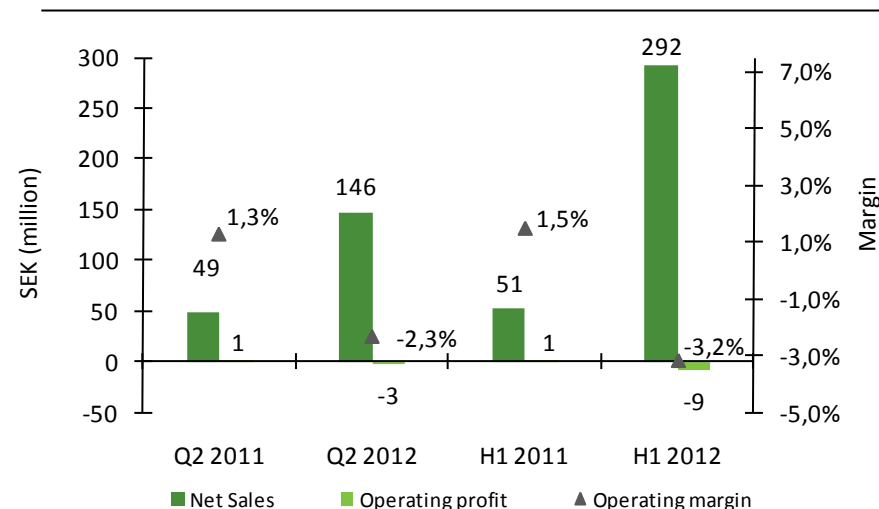
No. of orders ('000)



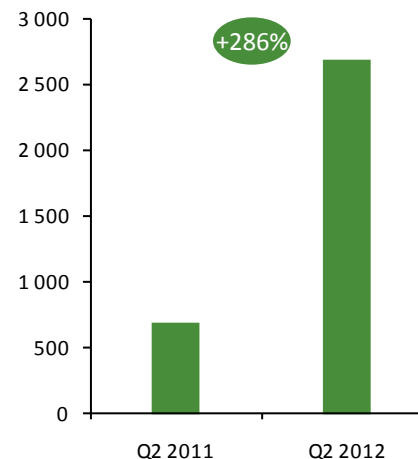
Increasing market shares in respective categories

- The YTD 2011 figures for the Home & Garden segment includes Rum21 from Feb 2011 and Tretti.com from June 2011
- The segment's sales amounted to SEK 146.1 (48.9) mn in Q2 and to SEK 292.4 (51.4) mn YTD
 - The segment continued with investments in all markets and continued to gain market shares in their respective categories
- Home & Garden accounted for 15% of total Group sales in Q2 and 15% YTD
- Operating profit of SEK -3.4 (0.6) mn in Q2 and of SEK -9.3 (0.7) mn YTD
 - Operating margins of -2.3% (1.3%) in Q2 and of -3.2% (1.5%) YTD
 - The segment's operating margin was affected by the Nordic expansion and broadening of the assortment in both companies, but also by strong pressure on price in the white goods category

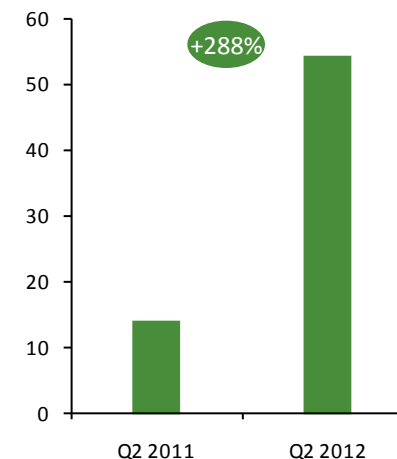
Operating development



No. of website visits ('000)



No. of orders ('000)



Financial Performance & Position



Income Statement

- Net interest & other financial items of SEK -5.0 (-4.0) mn in Q2 reflected:
 - The Group's revolving credit facility and interests costs related to it
 - Interest costs related to the convertible bond issued in December 2010
- Positive income tax effect of SEK 11.4 (-4.7) mn in the quarter as a result of activated capitalized loss carryforwards

(SEK million)	2012 Apr-Jun	2011 Apr-Jun	2012 Jan-Jun	2011 Jan-Jun
Net Sales	952.1	689.1	1,906.4	1,260.9
Gross profit	109.0	126.4	244.6	236.3
<i>Gross margin (%)</i>	<i>11.4%</i>	<i>18.3%</i>	<i>12.8%</i>	<i>18.7%</i>
Operating profit excl non-recurring items	-5.8	23.8	-3.9	43.9
<i>Operating margin%</i>	<i>-0.6%</i>	<i>3.5%</i>	<i>-0.2%</i>	<i>3.5%</i>
Operating profit incl non-recurring items	-43.5	19.1	-55.6	39.2
<i>Operating margin%</i>	<i>-4.6%</i>	<i>2.8%</i>	<i>-2.9%</i>	<i>3.1%</i>
Income before tax	-48.5	15.1	-66.0	31.8
Net income	-37.1	10.4	-50.1	23.1
Basic earnings per share (SEK)	-0.54	0.16	-0.72	0.35
Diluted earnings per share	-0.54	0.16	-0.72	0.35

Cash Flow

- Cash flow from operating activities before changes in working capital of SEK -50.0 (18.0) mn in Q2
- SEK 4.1 (62.3) million change in working capital in Q2
- Cash flow to investing activities of SEK 14.7 (318.6) mn in Q2
 - Primarily reflected investments in the Group's web platforms

(SEK million)	2012 Apr-Jun	2011 Apr-Jun	2012 Jan-Jun	2011 Jan-Jun
Cash flow from operating activities	-50.0	18.0	-82.8	20.2
Changes in working capital	4.1	62.3	-197.7	-101.7
Cash flow from operations	-46.0	80.4	-280.5	-81.6
Cash flow from/to investing activities	-14.7	-318.6	-26.7	-326.0
Cash flow from/to financing activities	0.0	185.5	0.0	185.5
Change and cash equivalents for the period	-60.6	-52.8	-307.2	-222.0
Cash and cash equivalents at the period's start	170.7	261.3	417.4	431.3
Translation difference	0.3	0.8	0.2	0.0
Cash and cash equivalents at the period's end	110.4	209.3	110.4	209.3

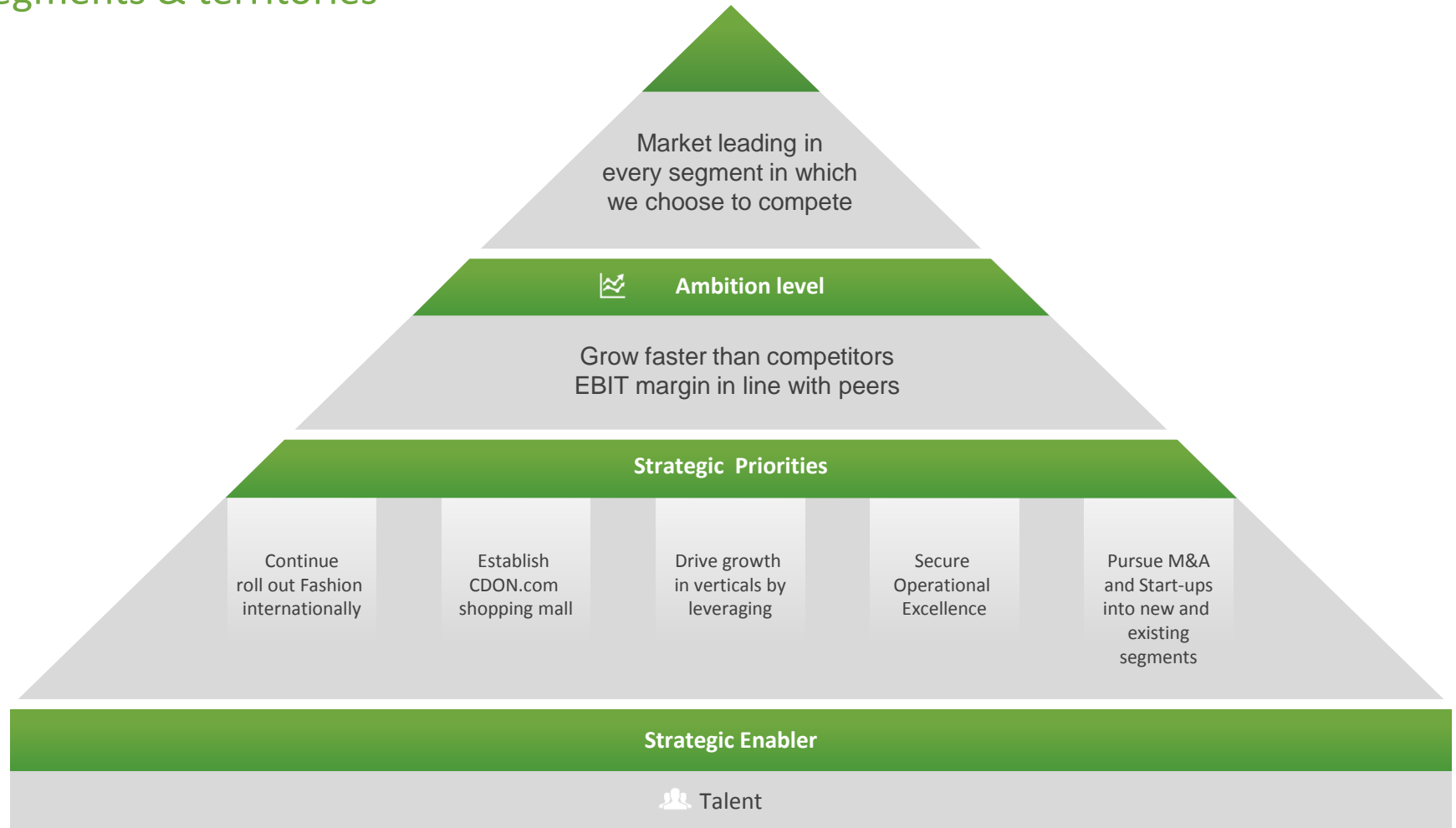
Financial Position

- Capital employed decreased by SEK 35.2 mn y/y to SEK 750.6 mn in Q2
- Return on capital employed declined y/y to 4.4% (20.6%) in Q2, which mainly is explained by the lower operating profit comparing to last year, acquisition of Tretti AB in June 2011 as well as higher inventory
- Total long-term interest bearing borrowings of SEK 368.8 (396.4) mn at the end of Q2
- Net debt position of SEK 258.4 (187.1) mn at the end of Q2, compared to SEK 196.1 at the end of Q1
- Cash and cash equivalents decreased to SEK 110.4 (209.3) mn at the end of Q2, compared to SEK 170.7 mn at the end of Q1

(SEK million)	2012 30-jun	2011 30-jun	2011 31-Dec
Total non-current assets	616.6	585.4	603.3
Inventories	532.6	382.4	459.1
Total receivables	158.2	110.7	145.6
Cash and cash equivalents	110.4	209.3	417.4
Total assets	1,417.9	1,287.9	1,625.3
Total equity	366.8	376.5	417.3
Interest bearing liabilities	413.4	442.6	410.4
Non-interest bearing liabilities	637.7	468.8	797.6
Total equity and liabilities	1,417.9	1,287.9	1,625.3

Long-term Ambition and Strategic Priorities

To become a leading e-commerce player in each of the Group's operating market segments & territories





CDON.COM

BookPlus
KIRJAMAAILMA

Lekmer.com

nelly.com

heppo
Handpicked for your feet

members.com

GYM GROSSISTEN.com
For Athletes. By Athletes

bodystore.com

tretti.se

RUM21

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

CDON Group Investor Relations

+ 46 (0) 70 080 76 46

ir@cdongroup.com



Follow us on Twitter: <http://twitter.com/#!/cdongroup>