



PRESS RELEASE

Malmö

October 20, 2021

CDON appoints Peter Kjellberg as CEO

The Board of Directors of CDON AB announces that Peter Kjellberg has been appointed CEO of CDON AB starting January 1st.

Peter Kjellberg comes from a background at the listed companies Dometic and Thule where he has been one of the key senior leaders and minds behind very successful transformations and expansions of the companies, creating strong global premium lifestyle brands through profitable growth.

Most recently he has been Head of Global Verticals and CMO at Dometic where he is responsible for the Group's strategic projects, P&L responsibility of Dometic's global business units (Residential, Outdoor, Mobile deliveries and Hospitality) as well as heading up the marketing strategy. During his time at Dometic, Peter has been part of generating strong and profitable growth, taking the company from SEK 10bn to more than double the size through both organic initiatives and acquisitions.

At Thule, Peter was a part of the management team, responsible for brand management, marketing as well as the group's digital channels. Peter was part of transforming the company from a disparate group of business units to one of the strongest consumer brands within outdoor. The transformations would not have been possible without a strong focus on consumer branding and product management that Peter was responsible for.

"The next wave of development for CDON will be geared towards building a consistent and strong consumer experience and transforming CDON into the leading Nordic destination. We expect brand owners to increasingly take part of our merchant base, providing a strong direct to consumer channel for brand owners and retailers," says Josephine Salenstedt, Chairperson of the Board.

"Peter has strong vision and a long experience from building strong consumer brands. He has acted as an entrepreneur within existing organisations and has an impressive track-record of transforming organisations and businesses. Peter's ability to drive change and performance at a high pace is a perfect fit to our current core team and the culture we are building."



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This information is information that CDON AB is required to disclose under the EU Market Abuse Regulation. The information was released for publication through the agency of the above contacts at 19:00 CEST on October 20, 2021.

About CDON

CDON was founded in 1999 and is now the biggest marketplace in the Nordic region. During 2020 we had over 120 million visits and 2.3 million customers. Customers can choose to buy and compare prices for millions of products at CDON, by far the widest range of all Nordic e-retailers. Over 1,500 merchants use CDON's platform and technology to increase their sales. This gives CDON a wide range of products within, movie, music, computers, games, office supplies, books, toys, consumer electronics, household appliances, sport, outdoor, beauty care, fashion, shoes, computers, and computer products. CDON is listed on Nasdaq First North Growth Market with the abbreviation CDON.