

CDON

Interim report

Q2 2022

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On track to build the number one shopping destination in the Nordic region

SECOND QUARTER FOR THE GROUP

- Gross merchandise value (GMV) for CDON Marketplace (3P) increased by 1% to SEK 437.4 (433.2) million
- Net sales for CDON Marketplace increased by 22% to SEK 50.5 (41.2) million. CDON Retail net sales decreased according to plan by 29% to SEK 55.1 (77.6) million due to the process of reducing sales of own inventory
- Gross margin increased by 12.7 percentage points to 51.3% (38.7%)
- Profit/loss before depreciation and amortization amounted to SEK -20.2 (-18.8) million
- Profit/loss for the period amounted to SEK -26.7 (-23.7) million
- Earnings per share amounted to SEK -4.05 (-3.95)

FIRST HALF-YEAR FOR THE GROUP

- Gross merchandise value (GMV) for CDON Marketplace (3P) increased by 2% to SEK 832.6 (812.9) million
- Net sales for CDON Marketplace increased by 16% to SEK 95.2 (82.0) million. CDON Retail net sales decreased according to plan by 31% to SEK 115.5 (168.3) million due to the process of reducing sales of own inventory
- Gross margin increased by 12.0 percentage points to 49.5% (37.5%)
- Profit/loss before depreciation and amortization amounted to SEK -47.3 (-27.9) million
- Profit/loss for the period amounted to SEK -60.6 (-37.6) million
- Earnings per share amounted to SEK -9.39 (-6.26)

Amounts in SEK million	2022	2021	Δ	2022	2021	Δ
	Apr-Jun	Apr-Jun		Jan-Jun	Jan-Jun	
CDON Marketplace (3P)^{1,3}						
Gross merchandise value ²	437.4	433.2	1%	832.6	812.9	2%
Net sales	50.5	41.2	22%	95.2	82.0	16%
Commission (%)	9.3	7.8	1.5 pp	9.3	8.3	1.0 pp
Gross margin (%)	95.6	93.9	1.7 pp	95.6	93.6	2.0 pp
CDON Retail (1P)⁴						
Gross merchandise value ²	55.9	79.1	-29%	116.5	171.7	-32%
Net sales	55.1	77.6	-29%	115.5	168.3	-31%
Gross margin (%)	10.0	9.3	0.7 pp	10.9	10.3	0.7 pp
CDON Group⁵						
Total Gross merchandise value ²	493.3	512.3	-4%	949.0	984.6	-4%
Net sales ⁶	106.4	118.8	-10%	212.1	250.3	-15%
Gross margin (%)	51.3	38.7	12.7 pp	49.5	37.5	12.0 pp
Profit/loss before depreciation and amortization	-20.2	-18.8	n/a	-47.3	-27.9	n/a
Active customers, last 12M, thousands	2,035	2,195	-7%	2,035	2,195	-7%

¹ All service income is recognized in CDON Marketplace (3P)

² Gross merchandise value refers to total sales of goods from third-party merchants and own sales excluding returns and sales tax

³ CDON Marketplace (3P) refers to third-party merchants affiliated to CDON

⁴ CDON Retail (1P) refers to CDON's own sales via warehouse or drop shipment

⁵ CDON Group encompasses results from CDON AB, subsidiaries and shares in associated companies

⁶ Net sales for CDON Group includes 0.5 million in net sales from subsidiaries

Letter from the CEO

The second quarter

The initiated transformation journey toward becoming the number one shopping destination in the Nordic region continues. In the previous interim report, we introduced several activities to stimulate our growth, and halfway through the year we are starting to see the effects. During the second quarter, CDON marketplace GMV grew by 1% compared to the same period last year. We continue to perform better than the e-commerce market in general, which is declining in several categories compared to the same period last year. The number of active shoppers has increased in comparison to the last two quarters.

Gross profit increased with 19% to SEK 54.6 (45.9) million during the second quarter compared to the same period last year despite the lower total GMV. This is a positive effect of a more solid product mix with higher commission levels.

Profit/loss before depreciation and amortization amounted to SEK -20.2 (-18.8) million for the second quarter. We are not content with the result. However, we have a cash balance of SEK 118.8 (44.5) million going into our financially strongest part of the year. While we are accelerating several of our ongoing growth initiatives, we are in parallel adapting our spending to the challenging underlying market situation, which in turn will have a temporary impact on our paid traffic moving forward.

The initiatives to strengthen organic traffic is showing positive results. We reached a better position in organic search, and our total traffic numbers increased compared to the same quarter last year.

Improved brand perception

The rebranding project progresses according to plan. We have developed a new brand direction and visual identity for CDON, and we are extremely happy with the results. Our vision is clear - to become the leading shopping destination that enables people to live their best life, by matching shoppers with the most relevant retailers and brands for weekdays and weekends. Going forward we will focus on the go-to-market plan, to secure the maximum benefit from the brand position to product assortment and adding new and relevant merchants. We are looking forward to launching the results of the rebranding work during the beginning of the first quarter 2023.

Merchant expansion

We are pleased to see that our communicated focus on increased market presence in Norway is yielding results, with a 65% increase in the number of active merchants during the second quarter of 2022 vs. the same period last year. The onboarding of several important merchants in the market, such as Birk Sport, Norway's largest specialist retailer in bicycles, shows that the right efforts are being made to achieve expansion. CDON's unique mix of a huge established consumer base, a well-known shopping destination with constant presence in the market and an easy onboarding process are some of the main reasons for the increased influx of merchants. A similar focus on developing Denmark and Finland will follow in the second half of 2022.

The number of active Nordic merchants continues to grow at a steady pace. During the second quarter, we reached a record high. In addition, there is a positive trend with many new merchants coming in. June was an especially strong month, with a high number of newly signed merchants.

The number of international merchants is also increasing. At the end of the second quarter, we signed BigBuy Electronics, one of Europe's largest home electronics retailers. The integration of their impressive assortment has begun, and we plan to go live in the third quarter.

Our newly established international partner sales organization have focused upon deepening the relationship with the larger European marketplace aggregators. As a result, the partnership with Octopia evolved during the second quarter. Octopia is an aggregator that offers international merchants various marketplaces around Europe. For the Nordics, they now have a partnership with us, where they offer the

potential of more than 14,000 merchants from 70+ countries access to the Nordic market via CDON Marketplace. The integration is in place and in the third quarter 2022 the partnership will move from a pilot project into the next phase.

During the second quarter, a six-month fulfillment pilot project with selected merchants was completed. The results are promising and will result in a business case for further development of relevant delivery solutions.

We also successfully updated and improved our communication with existing and potential merchants in our markets through a new merchant website and a new implemented CRM strategy.

Assortment expansion

We continue to focus on our core categories, “Winning the home”, to enable a stronger merchant base and improved assortment in the Nordics. This includes the core categories Electronics, Home & Garden, Beauty, Sports & Outdoor, Toys and Books. Our new improved campaign organization have prepared a second half of the year packed with well planned activities related to Singles day, Black Friday, Christmas and Winter Sales etc. Sales and preparation towards the merchants have been improved and we are preparing to go live with the biggest sales events in the Nordic market.

The aim to become the number one shopping destination in the Nordics

We are now taking the next step in our strategic development, to further strengthen our growth ambitions and fulfilling our vision of becoming the number one shopping destination in the Nordics. During the year, we have done a thorough analysis of our necessary development areas, and identified the short-, medium- and long-term activities needed to achieve our vision.

To succeed in building a high-performing company in a constantly evolving industry, a strategic holistic approach is required that ensures a high level of innovation, high relevance for both shoppers and merchants and a strong and vibrant organization. We will do this by focusing on five strategic pillars according to our newly developed DO5 strategy (see further explanation).

We look forward to an eventful second half of 2022, as we continue to lay a solid foundation for profitable growth.

Sincerely,

Peter Kjellberg
CEO

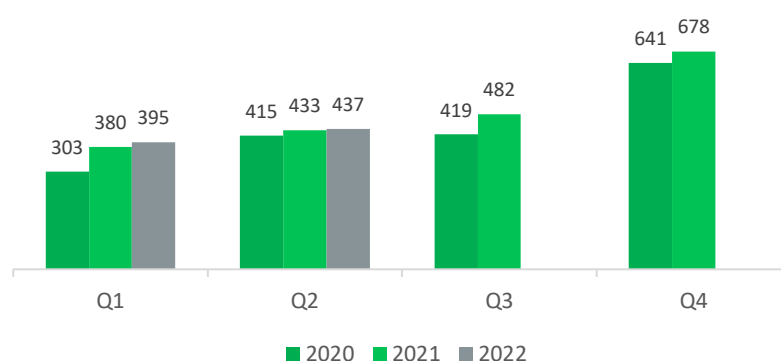
CDON Marketplace is gaining market share in a declining market

CDON's main line of business is the CDON Marketplace (3P), in which sales come from third-party merchants and other services. CDON Marketplace (3P) offers a wide range of products with attractive prices in a business model with limited capital requirements. The merchants pay for the sales generated on the marketplace. Factors such as a strong brand and a wide range of products enable CDON to attract consumers at a favorable cost to the merchants.

According to the latest reports from Swedish Trade Federation¹ (Svensk Handel), the Swedish e-commerce market experienced a 15% decline in April and an 8% decline in May, compared to the same months last year. A reason for the declining market may be that consumers to a greater extent return to physical stores, and that previously strong online categories, such as home electronics, are getting more saturated after a long period of high demand. Despite a negative market development, CDON Marketplace saw an increase of sales, with 1% 3P GMV growth during the second quarter.

¹ Svensk Handels E-handelsindikator April + May 2022

Gross merchandise value, CDON Marketplace (3P) (SEK million)



CDON continues to develop new functions in order to be the sales engine for merchants, and the one-stop online shopping destination for consumers in the Nordics. The strategic focus is to add new merchants and European brands to create a larger product assortment and attractive prices for the benefit of the consumer. This is expected to drive 3P GMV growth. Gross Profit for CDON Marketplace (3P) increased by 25% to SEK 48.3 (38.7) million, mainly driven by higher commissions from merchants, primarily related to changes in the category mix.

CDON Marketplace's gross profit consists primarily of merchant commissions and financial commissions from our payment solution provider (PSP). Marketing and income from ads are still in an early phase and constitute less than 0.3% of the marketplace GMV. CDON is currently looking into ways to grow this very interesting revenue stream.

Introducing a further developed strategy for Nordic Marketplace expansion

In the beginning of the first quarter, CDON initiated several activities to stimulate growth, mainly focused on merchants and marketing. During the year, CDON carried out a thorough analysis of the company's necessary development areas to become the number one shopping destination in the Nordic region.

The analysis resulted in a comprehensive strategic plan - DO5, that rests on five pillars, which in turn contains a wide range of identified activities that will be carried out according to a long-term plan.

This is CDON's long term strategy to create value, and deliver on the vision to become the number one shopping destination in the Nordic Region:



Growth initiatives during Q2 in line with our strategy

During the second quarter, several activities were initiated and continued, in line with the DO5 strategy.

1) Boost the brand

The rebranding project progresses according to plan with the objective to attract new shoppers, gain more loyal shoppers, achieve increased pricing power, more advocates, lower shopper acquisition costs, and to attract more talents. CDON will become the number one shopping destination in the Nordics and enable people to live their best life by matching shoppers with the most relevant retailers and brands for weekdays and weekends.

2) Product is king

The foundation that will build success over time for CDON Marketplace is about offering a relevant product range, in core categories, at competitive prices.

CDON continues to focus on the core categories, namely “Winning the home”, to enable a stronger merchant base and an improved assortment in the Nordics. Focus on developing the Norwegian market has yielded results, with a 65% increase in the number of active merchants during the second quarter of 2022 vs. the first quarter of 2021. More active merchants including Birk Sport, Norway's largest specialist retailer in bicycles, is a positive signal that the right efforts are being made to achieve expansion. Focus on developing Denmark and Finland will follow in the second half of 2022. Winning the home includes the core categories Electronics, Home & Garden, Beauty, Sports & Outdoor, Toys and Books.

3) Flawless shopper experience

CDON is building the new shopper experience on the site to create a seamless journey without friction. The new product recommendation function is being tested, a feature that will increase cross- and upsell. The shopper will be able to see different offerings of the same products on a single page, with the most attractive products highlighted for easy access. This functionality will also generate improvements in SEO and user experience.

CDON is developing curated content to reach higher conversion rates. The shopper will be able to find relevant products from the best merchants in an easier way. The seamless experience continues all the way to the shoppers' home, tailored to their specific preferences. CDON's shopper membership program CDON+ develops according to plan, and the work continues to improve the program.

4) Lead in digital

CDON has changed its platform for digital marketing. The integration has been completed during the second quarter, and work has now begun to improve the processes and ways of working. It is a scalable email system intended to improve both efficiency and profitability in CDON's digital marketing.

The development of the CDON app proceeds according to plan. During the quarter, tests were conducted with a selected audience. The thesis for the app's area of use and relevance meets expectations, and CDON will continue to invest in the development of the app. With a native app, CDON will have a direct means of connecting with shoppers. Approximately 80% of CDON's shoppers already use their mobile devices for purchases, and the app will give them a more seamless shopping experience.

The implementation of an improved CDON Buy Box with CDON's unique identifier (CID) has now been taken further from the test phase with a selected audience to roll out in selected product categories. The results are being analyzed, and the goal is to use Buy Box on all product categories in the future.

5) Organize for growth

During the second quarter, leadership development has been an ongoing activity, focusing on change management. Efforts in creating sound human resources life cycle processes have yielded a good outcome in decreased employee turnover and an eNPS at a stabilized higher level. Talent management activities, and the combination of staff development with a sharpened hiring plan will grant us the competence needed to execute our initiatives for the third and fourth quarter and beyond to become the number one shopping destination in the Nordic region.

CDON Retail continues to phase out its own inventory

The supplementary business area is CDON Retail, in which sales come directly from CDON by its own warehouse or drop shipment. CDON Retail historically offered a wide range of products, but this has been phased out in recent years in favor of CDON Marketplace. Today CDON Retail mainly sells products not yet offered by external merchants via CDON Marketplace and consists primarily of traditional media products and a selected product range via drop shipment.

This ongoing transition resulted in a planned net sales decrease for the segment of 29% to SEK 55.1 (77.6) million compared to last year. The segment's gross profit amounted to SEK 5.5 (7.2) million during the second quarter. The gross margin increased to 10.0% (9.3%).

Improving the product offering in core categories to stimulate growth

	2022	2021	
	Q2	Q2	Δ
Active customers, last 12M, thousands	2,035	2,195	-7%
Visits, thousands	18,953	18,759	1%
Orders, thousands	670	653	3%
Average shopping basket, SEK	736	785	-6%
Selling merchants, last 12 months ¹	1,547	1,462	6%

¹ Total number of merchants with sales during the past 12 months at the end of the period (previously merchants with products on the platform was presented)

During the second quarter, the number of selling merchants on CDON Marketplace increased to 1,547 merchants, an increase of 6% compared to last year. The focus is to increase the merchant base in the Nordics and attract more international merchants, primarily within the prioritized core categories. This will strengthen the CDON Marketplace assortment and improve the shopper experience with regards to delivery and shopper services. By the end of the first quarter, the total number of SKUs at CDON Marketplace amounted to approximately 12 million. After a period of decrease in number of active shoppers (-7% compared to the same period last year), CDON has now experienced a positive trend for the last two quarters.

The enhanced marketing organization is taking form at a fast pace since April. We have invested capabilities to launch and optimize Performance Max, which is now live in all our markets. Optimization is ongoing to lower cost per order and reach a higher profitable acquisition.

The initiatives to strengthen organic traffic is showing positive results. Our visibility score has improved, and we have reached a better position in organic search. The SEO strategy with a focus on category and prioritized product pages and brands continues. Further results will show during the year.

Significant events during Q2 2022

- Focus on developing the Norwegian market has yielded results, with a 65% increase in the number of active merchants during the second quarter, compared to the same period last year. Birk Sport, Norway's largest specialist retailer in bicycles onboarded during the quarter.
- On May 11th, CDON held its Annual General Meeting. All resolutions were in accordance with the submitted proposals, described in detail in the AGM documents available on the company's website.

Comments on the financial performance for CDON Group

During the second quarter of 2022 the total GMV decreased by 4% compared to the same period last year. Total net sales decreased by 10% as the planned phasing out of sales of our own inventory continued. However, GMV for CDON Marketplace increased by 1% during the quarter and net sales for CDON Marketplace by 22%. The commission levels for CDON Marketplace also increased compared to last year.

Gross margin increased by 12.7 percentage points to 51.3% (38.7%) during the quarter, mainly due to CDON Marketplace expanding its share of total GMV with a higher gross margin than CDON Retail.

Total expenses amounted to SEK -81.3 (-69.6) million.

The lower market demand during second quarter drives increased selling expenses, which has had a positive effect on CDON's market share.

CDON has been able to attract key expertise within several areas. To further gain market share, CDON has also continued to invest in improved product categorization, merchant intake, and the strengthening of the shopper experience. All with the aim to increase long term organic growth.

Profit/loss before depreciation and amortization amounted to SEK -20.2 (-18.8) million for the quarter.

Profit/loss amounted to SEK -26.7 (-23.7) million.

Net financial items amounted to SEK 0.0 (0.0) million. Profit/loss before tax amounted to SEK -26.7 (-23.7) million. Recognized tax expense amounted to SEK 0.0 (0.0) million.

Profit/loss after tax amounted to SEK -26.7 (-23.7) million. Profit/loss after tax per share amounted to SEK -4.05 (-3.95).

Cash flow and financial position for CDON Group

Cash flow from operations after changes in working capital amounted to SEK -20.1 (-15.9) million for the quarter. A negative operating result is the main reason for the negative cash flow. The planned phasing out of own inventory has a positive cash flow effect.

Cash flow from investing activities amounted to SEK -6.3 (-5.5) million.

Cash flow from financing activities amounted to SEK 0.0 (0.0) million.

Cash and cash equivalents amounted to SEK 118.8 (44.5) million at the end of the quarter.

Total assets amounted to SEK 270.9 (157.3) million and equity amounted to SEK 139.6 (23.6) million. The rights issue during the third quarter 2021 explains the higher total assets and equity.

Employees

During the second quarter, CDON AB had a total of 118 (122) full-time employees. All employees work from the company's office in Malmö.

Together with its subsidiaries, the Group has a total of 125 full-time employees.

Share data

Since November 6, 2020, CDON's shares have been listed on Nasdaq First North Growth Market, with FNCA Sweden AB as Certified Adviser. The shares have ISIN code SE0015191911 and the abbreviation CDON.

As of June 30, 2022, CDON had 6,450,483 issued shares. All were ordinary shares. The share capital totaled SEK 6,540,483.

Accounting and valuation policies

The condensed consolidated interim financial statements and the interim financial statements of the Group and Parent company were prepared in accordance with the Swedish Annual Accounts Act with the accounting policies and bases of calculation used in the most recent annual report, i.e. BFNAR 2012:1 (K3).

Share based payments

At the Annual General Meeting in CDON AB held on 11 May 2022 ("the AGM 2022"), it was decided to adopt another long-term incentive program ("Ownership Program 2022:2") with Performance Shares for senior executives and other key employees in CDON.

At the AGM 2022 it was also resolved that remuneration to CDON's Board members who are independent in relation to major shareholders of the company (currently four Board members) shall be partially share based and paid through a minor directed issue of the company's shares to each independent Board member. At the AGM 2022 it was further resolved to adopt a warrant-based incentive program for independent Board members ("Board Program 2022").

For further details refer to: <https://investors.cdon.com/en/investor-relations>.

Significant risks and uncertainties

Several factors affect, or may affect, directly or indirectly, the operations of CDON. CDON works constantly to identify, assess, and evaluate risks to which the Group is currently exposed and risks that could occur in the foreseeable future. The Group uses the following categories to manage risks: operational, industry and market, financial and legal risks. Operational risks include interruptions or deficiencies in IT and control systems, risks related to personnel, affiliated merchants' conduct, inventory, and distribution. Industry and market risks include risks related to competition, the general economy and consumer purchasing power. Financial risks include currency risk, credit risk, risks related to impairment of intangible assets and liquidity risk. Legal risks include legislation, regulation and compliance, disputes, and processing of personal data. Identified risks are assessed with regards to the probability of occurrence and the related consequences.

The effectiveness of existing risk measures (such as safeguards, control activities, etc.) is evaluated qualitatively. All identified risks are documented in a risk register. Risks can be managed by proactive measures such as taking out insurance or entering into legal agreements, and in some cases the Group can influence the probability of risk-related events occurring. Other risks, such as risks associated with political decisions or other macroeconomic factors, cannot be eliminated. For risks related to events beyond the company's control, risk management is aimed at mitigating the consequences.

Significant risks and uncertainties are described in greater detail in the company description that was published ahead of listing of CDON's shares on the Nasdaq First North Growth Market (in Q4 2020) and in the Annual Report 2021.

CDON Ålandia

CDON previously distributed orders to customers in Finland from Åland. As communicated previously, the Finnish authorities have been investigating CDON's subsidiary CDON Ålandia Ab for suspected tax fraud for several years. Proceedings had earlier been initiated at Åland district court in Finland against three individuals who were members of CDON Ålandia Ab's Board in 2008–2013 and against two former employees of the Group. The Åland District Court rejected all charges and handed down an acquittal on 25 February 2020. On 30 April 2020, the Finnish prosecutor appealed parts of the Åland district court's judgment to the Åbo/Turku court of appeal. However, the appeal only concerned four (of the previous five) defendants and the alleged period of the offence had been limited by the prosecutor. The main hearing (Sw. huvudförhandling) at Åbo/Turku Court of Appeal was held during the period 16 November - 2 December 2021. The Åbo/Turku Court of Appeal's judgement was served on 26 April 2022; the Court of Appeal rejected all charges against the defendants and handed down an acquittal. The Court of Appeal's judgement was not appealed by the Finnish prosecutor and has thus become legally binding (Sw. vunnit laga kraft).

Related party transactions

No essential related party transactions occurred during the second quarter.

Financial calendar

The interim report for Q3 2022 will be made available on October 20, 2022.
The interim report for Q4 2022 will be made available on February 16, 2023.

Audit

This report has not been audited by the company's auditor.

Malmö, July 14, 2022

CDON AB (publ)

Registered office: Malmö

Corporate ID number: 556406-1702

Postal address: Box 385, 201 23 Malmö, Sweden

Street address: Södergatan 22, 211 34 Malmö, Sweden

Conference call

CDON invites the press, investors and analysts to a conference call and a webcast where CDON's interim report for the second quarter of 2022 will be presented. After the presentation, there will be an opportunity to ask questions. The presentation will be held in English on July 14 at 14:00 CEST.

To participate in the conference call, please dial:

Sweden: +46 850 558 369

United Kingdom: +443 333 009 269

United States: +16 467 224 902

Link to Webcast: <https://tv.streamfabriken.com/cdon-q2-2022>

The presentation material and the webcast are published on <https://investors.cdon.com/en/investor-relations/presentations/>

For further information, please contact:

Peter Kjellberg, CEO

peter.kjellberg@cdon.com

Thomas Pehrsson, CFO

thomas.pehrsson@cdon.com

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 13:00 CEST on July 14, 2022.

About CDON

CDON was founded in 1999 and is now the largest marketplace in the Nordic region. Shoppers 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.

Condensed income statement – Group

Amounts in SEK million	2022	2021	2022	2021	2021
	Apr-Jun	Apr-Jun	Jan-Jun	Jan-Jun	Jan-Dec
Net sales	106.4	118.8	212.1	250.3	542.2
Cost of Goods Sold	-51.8	-72.9	-107.1	-156.4	-315.3
Gross Profit	54.6	45.9	105.0	94.0	226.9
Selling expenses	-37.8	-37.6	-75.2	-70.1	-172.5
Administrative expenses	-43.8	-32.3	-88.8	-60.9	-116.2
Other operating income/expenses, net	0.5	0.4	0.1	-0.4	0.2
Results from associated companies and jointly controlled companies	-0.3	0.0	-1.6	0.0	-0.8
Operating profit/loss	-26.7	-23.7	-60.5	-37.4	-62.4
Net financial items	0.0	0.0	-0.1	-0.2	-0.2
Profit/loss after financial items	-26.7	-23.7	-60.6	-37.6	-62.6
Profit/loss before tax	-26.7	-23.7	-60.6	-37.6	-62.6
Income tax	0.0	0.0	0.0	0.0	0.0
Profit/loss for the period	-26.7	-23.7	-60.6	-37.6	-62.6
Attributable to:					
Parent company's shareholders	-26.1	-23.7	-59.5	-37.6	-62.6
Non-controlling interest	-0.6	0.0	-1.0	0.0	0.0
Result for the period	-26.7	-23.7	-60.6	-37.6	-62.6

Condensed balance sheet – Group

Amounts in SEK million	2022 30 Jun	2021 30 Jun	2021 31 Dec
ASSETS			
Non-current assets			
Intangible assets	83.1	62.5	86.4
Property, plant and equipment	1.7	1.6	1.7
Financial assets	24.8	0.0	26.4
Total non-current assets	109.6	64.1	114.4
Current assets			
Inventory	9.0	15.7	19.3
Other current assets	33.5	33.0	44.3
Cash and cash equivalents	118.8	44.5	202.9
Total current assets	161.3	93.2	266.5
TOTAL ASSETS	270.9	157.3	380.9
EQUITY AND LIABILITIES			
Equity attributable to the parent company's shareholders	129.8	23.6	189.9
Non-controlling interests	9.8	0.0	9.8
Total equity	139.6	23.6	199.7
Provisions	7.4	0.0	7.0
Total provisions	7.4	0.0	7.0
Other long-term liabilities	0.4	0.0	0.2
Total long-term liabilities	0.4	0.0	0.2
Other current liabilities	123.6	133.7	173.9
Total current liabilities	123.6	133.7	173.9
TOTAL EQUITY AND LIABILITIES	270.9	157.3	380.9

Changes in equity – Group

Amounts in SEK million	2022 Jan-Jun	2021 Jan-Jun	2021 Jan-Dec
Equity at beginning of year	199.7	61.0	61.0
Profit/loss for the year	-59.5	-37.6	-62.6
Share based compensation	0.4	0.3	191.6
Equity attributable to the parent company's shareholders	140.6	23.6	190.0
Non-controlling interests	-1.0	0.0	9.8
Equity at period-end	139.6	23.6	199.7

Condensed cash flow statement – Group

Amounts in SEK million	2022 Apr-Jun	2021 Apr-Jun	2022 Jan-Jun	2021 Jan-Jun	2021 Jan-Dec
Cash flow from operating activities before changes in working capital	-23.6	-19.0	-47.6	-29.3	-28.9
Increase (-)/decrease (+) in inventories	4.6	5.2	11.0	10.7	7.0
Increase (-)/decrease (+) in operating receivables	-1.0	-2.5	8.9	5.9	-6.8
Increase (+)/decrease (-) in operating liabilities	-0.2	0.3	-46.4	-104.1	-76.7
Cash flow from operating activities	-20.1	-15.9	-74.1	-116.7	-105.4
Investing activities					
Acquisitions of property, plant and equipment	-0.4	0.0	-0.7	-0.3	-0.9
Acquisitions of intangible assets	-5.9	-5.5	-9.4	-11.6	-20.7
Acquisitions of subsidiaries net assets	0.0	0.0	0.0	0.0	-4.2
Acquisitions of shares in associated companies	0.0	0.0	0.0	0.0	-27.1
Cash flow from investing activities	-6.3	-5.5	-10.1	-11.9	-52.9
Financing activities					
Share rights issue	0.0	0.0	0.0	0.0	188.4
Repayment of loans	0.0	0.0	0.0	0.0	0.0
Disbursement of loans	0.0	0.0	0.0	0.0	0.0
Dividend paid	0.0	0.0	0.0	0.0	0.0
Cash flow from financing activities	0.0	0.0	0.0	0.0	188.4
Cash flow for the period	-26.4	-21.4	-84.2	-128.6	30.1
Cash and cash equivalents at the beginning of period	145.1	66.0	202.9	173.3	173.3
Exchange rate differences in cash and cash equivalents	0.1	-0.1	0.1	-0.1	-0.5
Cash and cash equivalents at the end of period	118.8	44.5	118.8	44.5	202.9

Condensed income statement – Parent company

Amounts in SEK million	2022 Apr-Jun	2021 Apr-Jun	2022 Jan-Jun	2021 Jan-Jun	2021 Jan-Dec
Net sales	105.6	118.8	210.7	250.3	542.2
Cost of Goods Sold	-51.8	-72.9	-107.1	-156.4	-315.0
Gross Profit	53.8	45.9	103.6	94.0	227.2
Selling expenses	-37.8	-37.6	-75.2	-70.1	-172.5
Administrative expenses	-40.0	-32.2	-81.9	-60.6	-116.1
Other operating expenses	0.4	0.4	-0.2	-0.4	-0.8
Operating profit/loss	-23.6	-23.6	-53.7	-37.2	-62.1
Net financial items	0.0	0.0	-0.1	-0.2	-0.2
Profit/loss after financial items	-23.6	-23.6	-53.8	-37.4	-62.3
Profit/loss before tax	-23.6	-23.6	-53.8	-37.4	-62.3
Income tax	0.0	0.0	0.0	0.0	0.0
Profit/loss for the period	-23.6	-23.6	-53.8	-37.4	-62.3

Condensed balance sheet – Parent company

Amounts in SEK million	2022 30 Jun	2021 30 Jun	2021 31 Dec
ASSETS			
Non-current assets			
Intangible assets	60.7	62.5	61.6
Property, plant and equipment	1.7	1.6	1.7
Financial assets	44.5	0.0	44.1
Total non-current assets	106.9	64.1	107.4
Current assets			
Inventory	9.0	15.7	19.3
Other current assets	32.9	33.0	43.6
Cash and cash equivalents	115.7	41.7	197.5
Total current assets	157.5	90.4	260.5
TOTAL ASSETS	264.5	154.5	367.8
EQUITY AND LIABILITIES			
Equity	134.6	21.8	188.1
Total equity	134.6	21.8	188.1
Provisions	7.4	0.0	7.0
Total provisions	7.4	0.0	7.0
Other current liabilities	122.5	132.7	172.7
Total current liabilities	122.5	132.7	172.7
TOTAL EQUITY AND LIABILITIES	264.5	154.5	367.8

Condensed cash flow statement – Parent company

Amounts in SEK million	2022 Apr-Jun	2021 Apr-Jun	2022 Jan-Jun	2021 Jan-Jun	2021 Jan-Dec
Cash flow from operating activities before changes in working capital	-22.0	-18.9	-44.9	-29.1	-29.8
Increase (-)/decrease (+) in inventories	4.6	5.2	11.0	10.7	7.0
Increase (-)/decrease (+) in operating receivables	-1.2	-2.5	8.8	5.9	-6.8
Increase (+)/decrease (-) in operating liabilities	-0.4	0.3	-46.2	-104.1	-75.5
Cash flow from operating activities	-19.0	-15.9	-71.3	-116.6	-105.1
Investing activities					
Acquisitions of financial assets	0.0	0.0	0.0	0.0	-27.1
Acquisitions of property, plant and equipment	-0.4	-0.1	-0.7	-0.3	-0.9
Acquisitions of intangible assets	-5.9	-5.5	-9.4	-11.6	-20.7
Investments in subsidiaries	0.0	0.0	0.0	0.0	-6.9
Shareholder contribution	0.0	0.0	-0.4	0.0	0.0
Cash flow from investing activities	-6.2	-5.5	-10.5	-11.9	-55.6
Financing activities					
Share rights issue	0.0	0.0	0.0	0.0	188.4
Repayment of loan	0.0	0.0	0.0	0.0	0.0
Loans paid out	0.0	0.0	0.0	0.0	0.0
Dividend paid	0.0	0.0	0.0	0.0	0.0
Cash flow from financing activities	0.0	0.0	0.0	0.0	188.4
Cash flow for the period	-25.2	-21.4	-81.8	-128.5	27.8
Cash and cash equivalents at the beginning of period	140.9	63.1	197.5	170.3	170.3
Exchange rate differences in cash and cash equivalents	0.0	0.0	-0.1	-0.1	-0.5
Cash and cash equivalents at the end of period	115.7	41.7	115.7	41.7	197.5

Selected segment information – Parent company

Amounts in SEK million	2022 Apr-Jun	2021 Apr-Jun	Δ	2022 Jan-Jun	2021 Jan-Jun	Δ
CDON Marketplace (3P)						
Gross merchandise value	437.4	433.2	1%	832.6	812.9	2%
Net sales	50.5	41.2	22%	95.2	82.0	16%
Gross profit	48.3	38.7	25%	91.0	76.7	19%
Commission (%)	9.3	7.8	1.5 pp	9.3	8.3	1.0 pp
Gross margin (%)	95.6	93.9	1.7 pp	95.6	93.6	2.0 pp
CDON Retail (1P)						
Gross merchandise value	55.9	79.1	-29%	116.5	171.7	-32%
Net sales	55.1	77.6	-29%	115.5	168.3	-31%
Gross profit	5.5	7.2	-24%	12.6	17.3	-27%
Gross margin (%)	10.0	9.3	0.7 pp	10.9	10.3	0.7 pp

Condensed key ratios – Parent company

	2022	2021		2022	2021	
	Apr-Jun	Apr-Jun	Δ	Jan-Jun	Jan-Jun	Δ
Total gross merchandise value	493.3	512.3	-4%	949.0	984.6	-4%
Active customers, last 12 months, thousands	2,035	2,195	-7%	2,035	2,195	-7%
Visits, thousands	18,953	18,759	1%	38,107	40,091	-5%
Orders, thousands	670	653	3%	1,366	1,361	0%
Average shopping basket, SEK	736	785	-6%	695	723	-4%
Selling merchants, last 12 months ¹	1,547	1,462	6%	1,547	1,462	6%
Share sales in Sweden	70.5%	74.0%	-3.5 pp	70.1%	72.0%	-1.9 pp
Marketing costs / gross merchandise value	-5.7%	-4.7%	-1.0 pp	-5.2%	-4.4%	-0.9 pp

¹ Total number of merchants with sales during the past 12 months at the end of the period (previously reported merchants with products on the platform)

Information on the number of shares

	2022	2021
	Apr-Jun	Apr-Jun
Shares outstanding at the end of the period	6 450 483	6 004 327
Shares outstanding at the end of the period after dilution	6 450 483	6 004 327
Average number of shares before dilution	6 450 483	6 004 327
Average number of shares after dilution	6 450 483	6 004 327

Alternative performance measures

Certain key ratios in this report are not defined according to generally accepted accounting principles (GAAP). These alternative performance measures are deemed to be useful to investors because they form the basis for assessing operational performance, along with the comparable GAAP ratios. Alternative performance measures should not be considered in isolation from, or as a substitute for, financial information presented in accordance with GAAP. Alternative performance measures may not be comparable to similar measures reported by other companies.

Definitions

Earnings per share	Earnings for the period attributable to the parent company's shareholders divided by average number of shares for the period.
Number of active customers	The number of customers who have made a purchase at least once in the past 12 months
Number of visits	The gross number of visits to the sites
Average shopping basket/SEK	Gross merchandise value/number of orders
Total gross merchandise value	Gross merchandise value refers to total sales of goods from third-party merchants and own sales excluding returns and sales tax
Gross sales (3P)	This refers to total sales of goods, excluding returns and sales tax, from third-party vendors
Gross sales (1P)	This refers to total sales of goods, excluding returns and sales tax, by CDON
Marketing expenses/gross merchandise value	Marketing expenses as a percentage of total gross merchandise value
Selling Merchants, last 12 months	Total number of merchants with sales during the past 12 months at the end of the period