



PRESS RELEASE

Malmö

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From invisible helmets to the Nordic region's largest marketplace – CDON is recruiting Apollonia San Contreras to focus on brand awareness

As part of CDON's continued development with customer experience and brand awareness, the marketing department is now being strengthened by Apollonia San Contreras, who is taking on the role of Head of Marketing. Apollonia will start in her new role December 1st, 2021.

“With a broad experience in PR and marketing, backed up by many years of having worked in this field, Apollonia has the perfect profile to build a marketing department that connects CDON's offerings in a creative package in both existing and new channels. In addition, we share the will and drive to achieve results through a strong and motivated team. We see Apollonia as a perfect match, and we are happy to welcome her to CDON” – Eldar Terzic, CTPO at CDON.

Apollonia has proven experience from both tech and consumer companies such as Kronaby, Endbright and Hövding, where she in her current role at the helmet company is responsible for the brand's activations and digital presence. Apollonia also runs the women's network Her Online Network (HON) in Malmö and Aller Media's career podcast Off topic.

“CDON is in a really exciting phase and with its 2.3 million customers, anything is possible. By understanding what drives the customer, in combination with an attractive and wide product range, we can become even more relevant as a brand for both existing and new customers. I look forward to building a team that is equipped to make the creative journey of change” – Apollonia San Contreras.



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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.