



## PRESS RELEASE

Malmö, Sweden

14:00 CET, Tuesday, 08 February 2022

## Madeilene Södarv joins CDON as Chief Customer Officer

**CDON AB ("CDON") appoints Madeilene Södarv as Chief Customer Officer ("CCO"), starting April 02, 2022. Ms. Södarv will join the Management Team and be responsible for the further development of the customer experience and marketing.**

Ms. Södarv joins CDON from Ikano Bank, a leading consumer finance bank where she was Head of Customer Experience. She has extensive expertise within digital strategy, customer insight and marketing from roles at the companies E.ON, Duni and Ottoboni Group.

*"I'm excited to welcome Madeilene to CDON. She will be a key player in further develop and implement our many initiatives related to customer experience and brand development.", says Peter Kjellberg, CEO*

### **For further information, please contact:**

Peter Kjellberg  
CEO  
E-mail: [peter.kjellberg@cdon.com](mailto:peter.kjellberg@cdon.com)

### **Certified Adviser**

FNCA Sweden AB is the company's Certified Adviser.  
Phone: +46 (0) 8 528 00 399  
E-mail: [info@fnca.se](mailto:info@fnca.se)

### **About CDON**

CDON AB (publ) ("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's shares are listed on Nasdaq First North Growth Market with the abbreviation CDON.