

CDON

Q4 2020

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& Niclas Szieger CFO

CDON is the Nordic marketplace

CDON

For our customers

- ✓ The most convenient and affordable shopping experience
- ✓ Unmatched product range in a trusted local solution



For our merchants

- ✓ Increased sales
- ✓ Access to new customers
- ✓ Relevant tools to optimize your digital business

We have multiple ways to support our merchants

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Access to new segments and markets

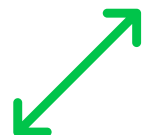
Serve customer segments or markets not previously targeted



ComputerSalg
ONLINE **MEGA**store

Cdiscount
Marketplace

vidaxl



Range expansion

Extend online offering and test new product lines



Inet

KITCHENTIME



Brand building

Build an internationally recognized brand and be visible amongst brands



viaplay

bathlife

Zmarta

din sko

C MORE



Improved customer experience

Offer products in a new context or channel



nordicfeel

Adlibris

PARTYKUNGEN.SE
VI HAR TILLBEHÖREN TILL FESTEN



Access to more advanced technology and data

Improve customer insights and predictive tools to increase efficiency



TEKNIK
PROFFSET

eStore.nu

New features since October

- in search of a more convenient shopping experience

CDON



Widest selection of local products in a single order with one digital receipt to save your time

Complemented by European products or pricepoints



Search for millions of products



Read and provide product reviews

Buy with confidence – we want you to make conscious decisions



Nic Verifierad köpare



Bra spel för alla

☑ Ja, Jag rekommenderar den här produkten.

För 19 dagar sedan



Easily compare prices and availability from several merchants

You can select the best price available on the items you like



Andra säljare på CDON (4)			
Säljare	Lagerstatus	Pris	
NordicBox Beställad leveranstid: 1-3 arbetsdagar	Första i lager	199 kr	Se Produkt
ComputerSälj A/S Beställad leveranstid: 3-4 arbetsdagar	Första i lager	286,78 kr	Se Produkt
Cafékonst Beställad leveranstid: 5-6 arbetsdagar	Första i lager	317 kr	Se Produkt
Teknikhuset.se Beställad leveranstid: 1-3 arbetsdagar	Första i lager	349 kr	Se Produkt



Never miss out – get noticed when your out-of-stock product is ready to order again

We will send you an email to ensure you get what you want



349 kr

499 kr

Bevaka



Is this really a good price? – We provide price history on the products

We want you to feel informed



Prishistorik BETA

144 kr ↘

Lägsta pris (2021-01-28)

399 kr ↗

Högsta pris (2021-01-25)

Key highlights during Q4 and 2020

- ✓ Accelerated transformation to marketplace and tech provider
- ✓ Launch of advanced technical platform tailored for scalable marketplace business
- ✓ Successful listing on Nasdaq First North as an independent company
- ✓ Strong Customer intake – more than 10% of Nordic population** have purchased from CDON last 12 months
- ✓ Accelerated merchant intake – now more than 1 500 active (+46%)

SEKm	Q4 20	Q4 19	Δ
GMV	828	763	9%
CDON Marketplace GMV (3P)	641	400	60%
Adjusted EBITDA*	28	23	21%
Adjusted EBITDA margin	10,9%	5,5%	5,3 p.e

SEKm	FY 20	FY 19	Δ
GMV	2 375	1 946	22%
CDON Marketplace GMV (3P)	1 777	958	86%
Adjusted EBITDA*	34	15	125%
Adjusted EBITDA margin	4,3%	1,4%	2,9 p.e

* Adjusted EBITDA excludes items related to listing and incentive program of SEK 10.1m

** Nordic population aged 18-75 yrs who made minimum 1 purchase during the year

The only Nordic marketplace at scale

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Attractive platform

+120M

Visits on CDON.COM

Retail relations

1,513

Merchants using tools
and reach

Consumer reach

2.3m

Active customers on
marketplace

3P growth

+86%

Marketplace sales 2020

Profit expansion

+125%

Adjusted EBITDA 2020

Strong Local Awareness

85%

Aided brand awareness

Nordic online sales penetration and marketplace acceptance is lagging other countries in Europe

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Retail growth

- 28m people and a GDP of USD 1.5 trillion
- The 5th largest in EU

Online migration

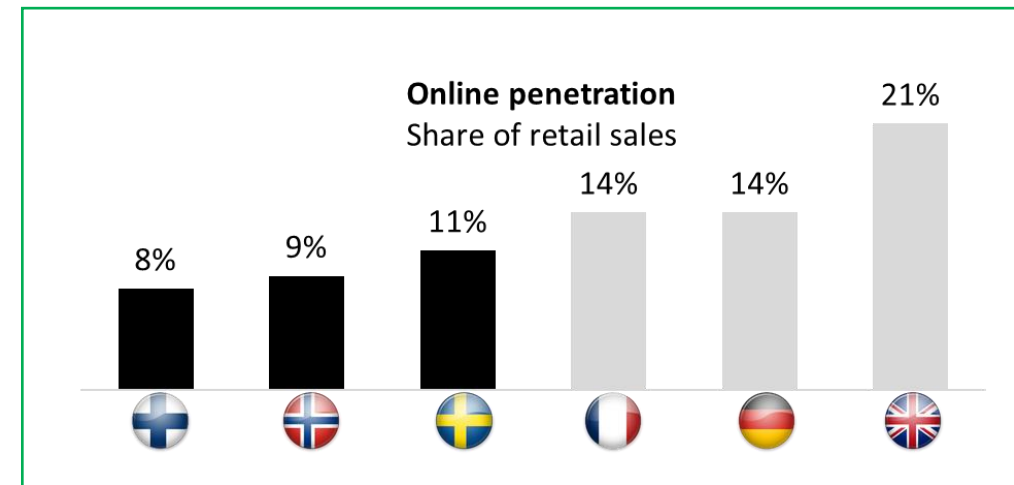
- Digitalization of retail enters a new phase

Marketplace share

- Consumer behaviour
- Merchants facing new competition

CDON broadens offering

- Improve on consumer interaction
- More services and tools for merchants

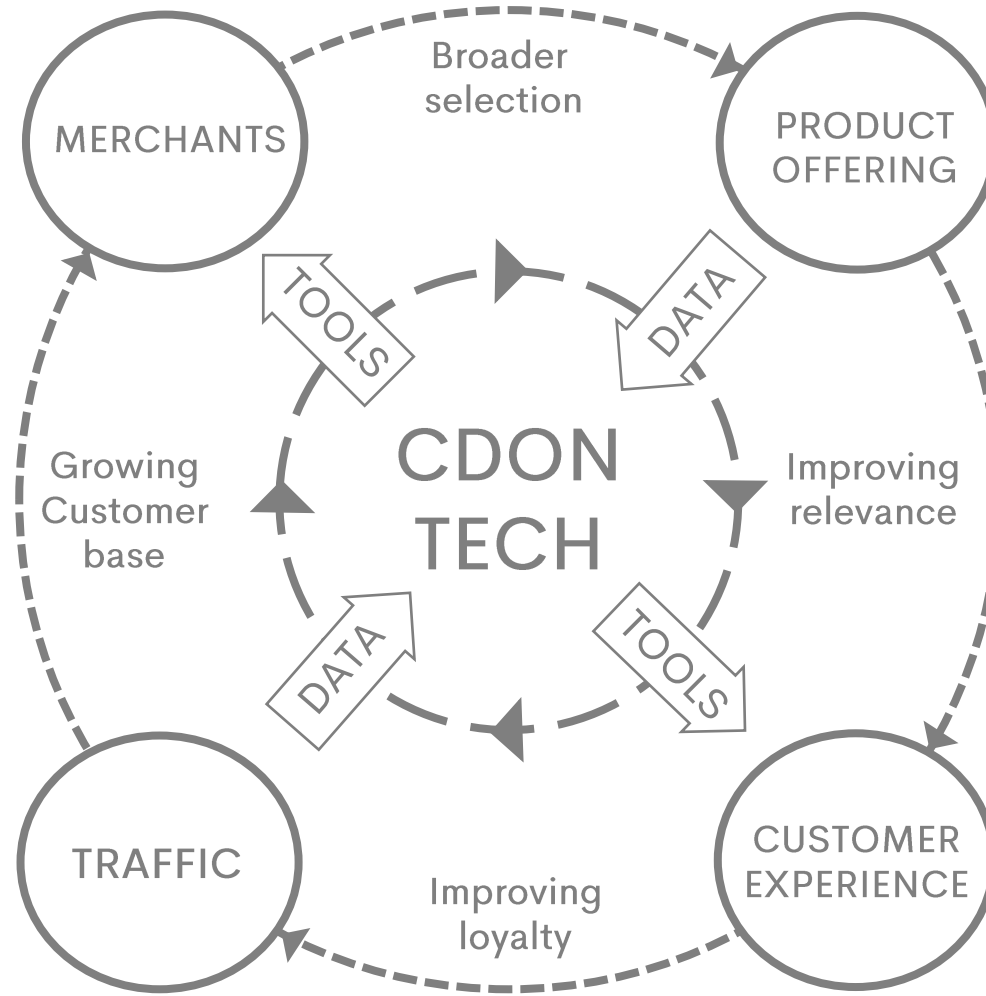


2020, Source: Company information.

CDON technology fueling customer and merchant value

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+46%
active merchant
growth in 2020



+27%
active customer
growth in 2020

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Financials

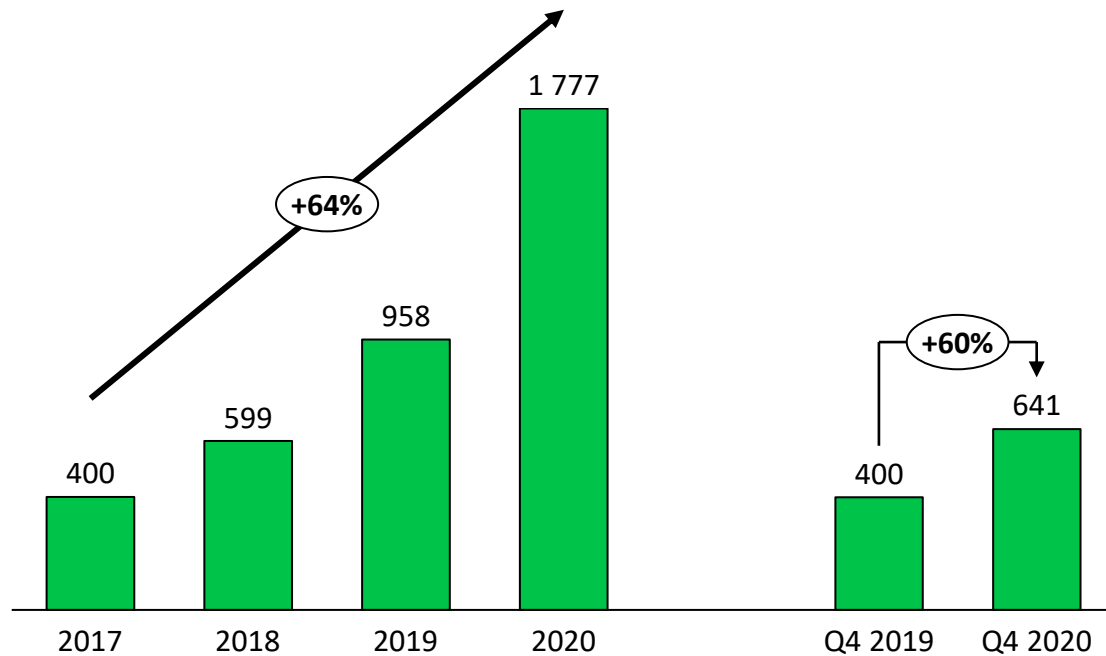
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Strong growth from CDON Marketplace, while phase-out of CDON Retail is going fast

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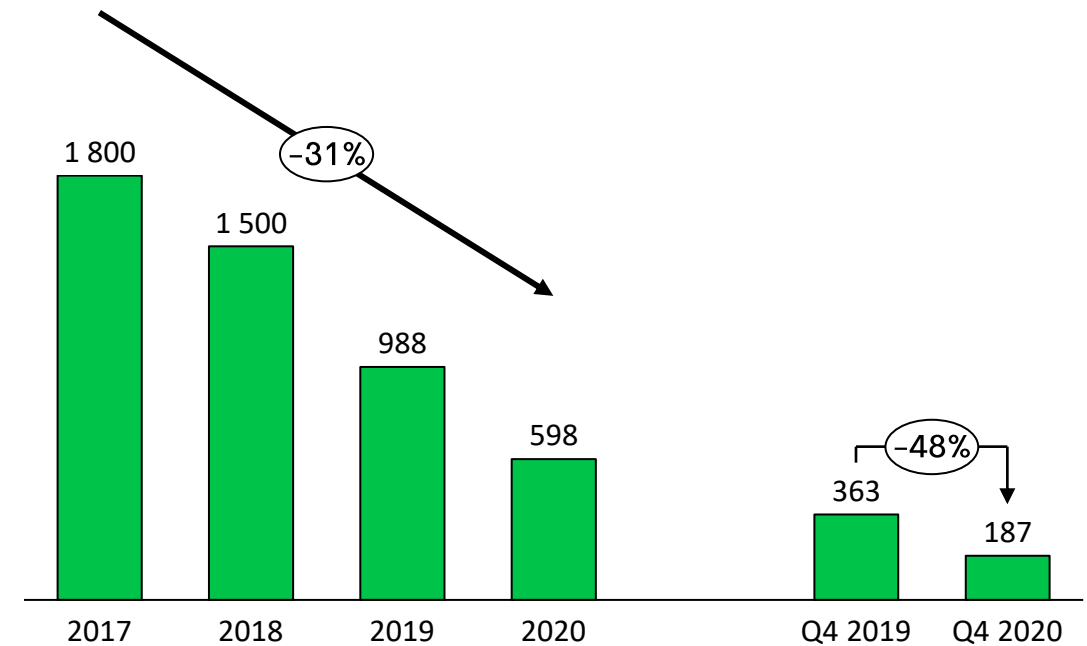
CDON Marketplace GMV

SEKm



CDON Retail GMV

SEKm



Improved Profitability – Adjusted EBITDA +21% in Q4 and +125% cDON FY 2020

SEKm	Q4 20	Q4 19	Δ	2020	2019	Δ
CDON Marketplace						
Gross merchandise value	640.9	399.5	60%	1 777.3	958.1	86%
Net sales	75.2	53.5	41%	205.2	137.2	50%
Gross profit	71.1	49.1	45%	193.1	127.3	52%
CDON Retail						
Net sales	187.2	363.3	-50%	590.2	974.5	-40%
Gross profit	19.6	33.0	-41%	55.3	82.2	-33%
CDON Total						
Gross merchandise value	828.1	762.8	9%	2 375.0	1946.3	22%
Net Sales	259.8	421.6	-38%	795.3	1 111.7	-28%
Gross profit	90.7	82.0	11%	248.4	209.5	19%
Gross margin, %	34.9%	19.5%	15.4 p.p.	31.2%	18.8%	12.4 p.p.
Adjusted EBITDA*	28.3	23.4	21%	34.3	15.2	125%
Adjusted EBIT*	22.6	17.3	31%	4.0	-1.2	

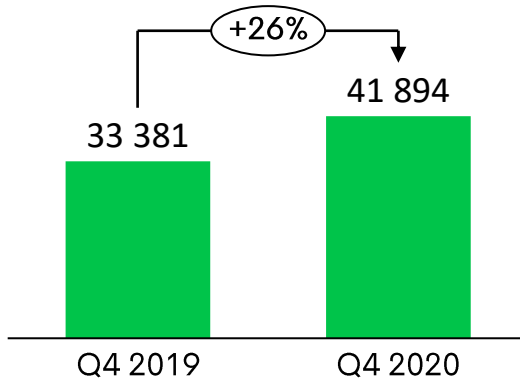
- ✓ CDON Marketplace third party GMV growth of 60%, leading to a 41% growth in net sales
- ✓ Accelerated phase of CDON Retail, -50% in Q4
- ✓ Gross Margin increase with 15 p.p to 34.9%
- ✓ Adjusted EBITDA* improved to SEK 28m or 10.9% of Net Sales

* Adjusted EBITDA excludes items related to listing and incentive program of SEK 10.1m

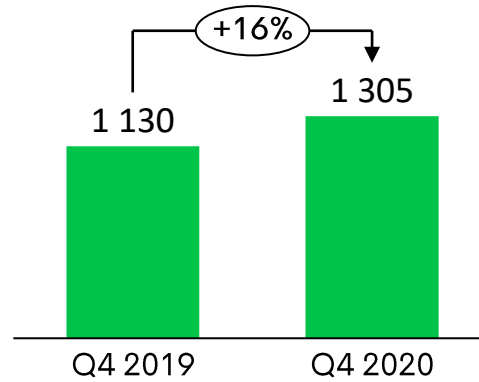
Continued solid development in KPI's

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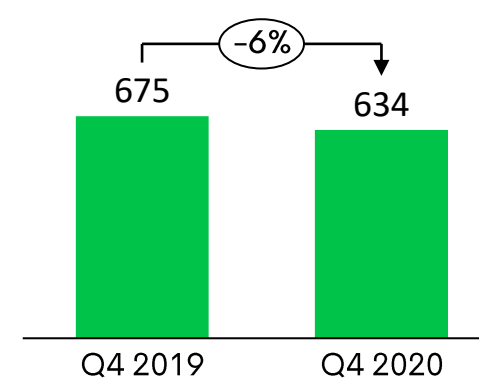
Number of visits, '000



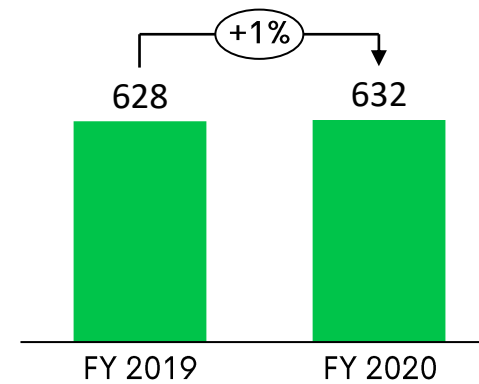
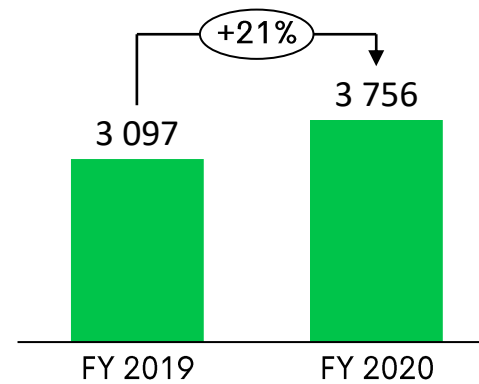
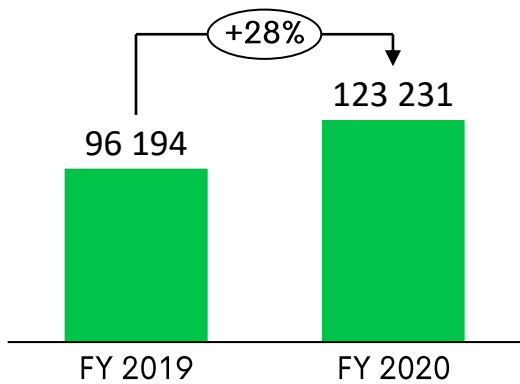
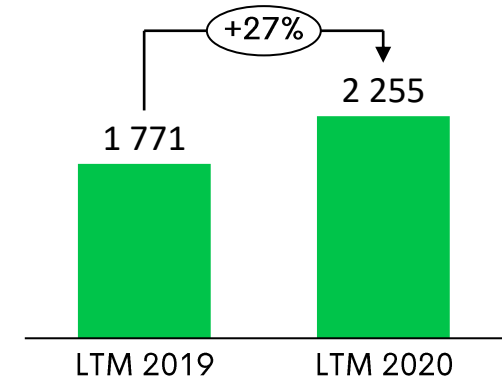
Number of orders, '000



Average order value, SEK



Active customers, '000



Cash Flow and Balance Sheet

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- ✓ Inventory SEK 25 m (SEK 104m)
- ✓ Total operating Cash Flow in the quarter SEK 130m and Full Year SEK 30m
- ✓ Capex amounted to SEK 23m (29) for the year and SEK 6m (8m) in the quarter
- ✓ Total Cash of SEK 170m
- ✓ Dividend payments to former owner (Nelly Group) of SEK 84 during 2020

SEKm	Q4 20	Q4 19
Balance Sheet		
Fixed Assets	62	69
Inventory	25	104
Short-term Receivables	39	134
Total Cash	170	197
Total Assets	296	503
Total Equity	59	149
Short-term Liabilities	237	354
Total Equity and Liabilities	296	503

Our focus areas in 2021

Take customer
experience to the next
level

Continue assortment
expansion through
new merchants and
partnerships

Strengthen operations
and add new services
relevant for our
merchants

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Thank you

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