



PRESS RELEASE

May 10, 2021
Malmö

Kristoffer Väliharju will retire as CEO of CDON

Kristoffer Väliharju, CEO for CDON, has announced to the board that he resigns as CEO. He will continue in his current role for a transitional period.

Kristoffer Väliharju joined CDON in June 2017 as Chief Operating Officer. He was appointed CEO in September 2018. As CEO, Kristoffer Väliharju was responsible for CDON's transformation from a vertical e-commerce company with its own inventory to the Nordic region's leading marketplace.

- Kristoffer has successfully led the transformation of CDON to the Nordic leading marketplace and we look forward to continue his work. I would like to thank Kristoffer for his work and wish him the best for future, says Josephine Salenstedt, Chairman of the Board of CDON.

- My assignment to transform CDON from a traditional e-commerce business to a profitable marketplace and to take the company through the listing process have now been completed. CDON has a great platform to build from and an exciting journey ahead, says Kristoffer Väliharju, CEO for CDON.

The work of appointing a successor to Kristoffer Väliharju has begun.

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About CDON

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.