



PRESS RELEASE

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Increased visibility and sales in focus as CDON Ads is launched

Last week, CDON launched CDON Ads, the company's new advertising tool. This tool enables external merchants to increase their sales and visibility through sponsored products on CDON Marketplace.

Being able to bid on different search words linked to the product's relevancy on CDON Marketplace has been a sought-after function by external merchants in order to increase visibility towards consumers and thus be able to increase their sales. Over time, CDON Ads has the potential to become a new strong revenue stream with high margins.

- *CDON Ads provides added value to our merchants. During the initial pilot project, the interest for our launch was immense and we are now pleased to be able to offer this advertising tool to enable increased sales on the CDON Marketplace, says Benjamin Thuné, Media Sales Manager at CDON*

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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.