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Things for life

Q1 report
2023





Interim report Q1 2023

CDON achieves EBITDA profitability in the first quarter 2023

FIRST QUARTER FOR THE GROUP

- Total gross merchandise value (GMV) decreased by 10% to SEK 408.5 (455.7) million.
- Gross merchandise value for CDON Marketplace (3P) decreased by 8% to SEK 364.4 (395.2) million.
- Net sales for CDON Marketplace increased by 10% to SEK 49.0 (44.7) million. CDON Retail net sales decreased according to plan by 30% to SEK 42.4 (60.5) million due to the process of reducing sales of our own inventory.
- Gross margin increased by 9.1 percentage points to 56.8% (47.7%).
- Gross profit after marketing increased by 8% to SEK 30.9 (28.7) million.
- Profit/loss before depreciation and amortisation amounted to SEK 0.6 (-27.0) million. Profit/loss before depreciation and amortisation does not include one-off costs related to the acquisition of Fyndiq.
- Profit/loss for the period amounted to SEK -5.0 (-33.8) million.
- Earnings per share amounted to SEK -0.77 (-5.18).

Amounts in SEK million	2023	2022	Δ
	Jan-Mar	Jan-Mar	
CDON Group ¹			
Total gross merchandise value ²	408.5	455.7	-10%
Net sales	91.5	105.7	-13%
Gross margin (%)	56.8	47.7	9.1 pp
Gross profit after marketing	30.9	28.7	8%
Profit/loss before depreciation and amortisation	0.6	-27.0	n/a
CDON Marketplace (3P) ^{3,4}			
Gross merchandise value	364.4	395.2	-8%
Net Sales	49.0	44.7	10%
Commission (%)	11.6	9.4	2.2 pp
Gross margin (%)	92.8	95.6	-2.8 pp
CDON Retail (1P) ⁵			
Gross merchandise value	44.2	60.5	-27%
Net sales	42.4	60.5	-30%
Gross Margin (%)	15.1	11.8	3.3 pp

¹ CDON Group encompasses results from CDON AB, subsidiaries and shares in associated company.

² Gross merchandise value refers to total sales of goods from third-party merchants and own sales excluding returns and sales tax.

³ CDON Marketplace (3P) refers to third-party merchants affiliated to CDON.

⁴ All service income is recognized in CDON Marketplace (3P).

⁵ CDON Retail (1P) refers to CDON's own sales via warehouse or drop-shipment.

Letter from the CEO

As the new CEO beginning this quarter, I am honoured to share our Q1 2023 report.

In Q1 2023, the Nordic economy suffered significant inflation, which led to lower consumer demand. Despite that challenging backdrop, CDON made significant operational progress leading to positive EBITDA in the seasonally weakest quarter of the year.

The first quarter 2023

- **Combination of CDON and Fyndiq was announced in February and completed in April**
CDON entered into a combination agreement with a majority of the shareholders of Fyndiq on February 16. The combination of CDON and Fyndiq was completed on April 12 by way of CDON acquiring the shares in Fyndiq from the shareholders in Fyndiq.
- **Weaker GMV vs last year for CDON**
Gross Merchandise Value was weaker than last year (-10%), mainly due to the weak economic environment in the Nordics.
- **Positive development of Gross profit after marketing (GPAM)**
Despite this challenge, improvements in take rate from mainly the commission increase announced in January yielded a higher gross profit after marketing vs last year (+8%).
- **Positive EBITDA**
The period generated a positive EBITDA of SEK 0.6 million, compared to last year's SEK -27.0 million. This improvement is attributed to the cost reduction from the restructuring program in December and the improvements in GPAM mentioned above. This Q1 profitability is extra positive since the first quarter is generally the seasonally weakest of the year. This performance sets us on a good path to reach our short-term target of reaching EBITDA break-even in the full year of 2023.
- **Fyndiq's Q1**
Fyndiq also experienced a negative GMV compared to last year (-25%). In addition to the weak economic environment discussed above, the Corona lock-down in China forced Fyndiq to close down all Chinese merchants' sales for January and February (which usually accounts for 20% of the total GMV). Despite the weak top line, Fyndiq managed to decrease its quarterly EBITDA loss to SEK -0.5 million compared to SEK -1.4 million last year. This weak sales trend reversed in March, generating a positive EBITDA for that month, and a more solid sales trend continued in April.

Integration of CDON and Fyndiq; expected synergies

- The new management team has been appointed and announced; collectively, they have more than 40 years of experience from the marketplace industry.
- As a result of the expected synergies from the combination and integration of CDON and Fyndiq, CDON should benefit from direct cost savings of approximately SEK 40 million. We expect the integration project to be complete with the full cost synergies realized by the end of 2024.
- In addition to the estimated cost savings mentioned above, there are several synergy areas with high potential to improve profits including:
 - Take-rate optimisation from best practice sharing and implementation of value-added services
 - Lowered customer acquisition costs through aligned marketing efforts
 - Improved merchant acquisition efforts through one organisation, and one stronger offer.

The Future

CDON has great potential. The company enjoys one of Sweden's best-known brands and benefits from a business model with several advantages compared to traditional retail models, while providing a better experience for both customers and merchants. These advantages include minimal to no capital tied up in inventory, great scale effects where the business can double its sales from one day to another without any OPEX increase (as during Black Friday), and low inventory risk.

Customers benefit from a high degree of convenience, as they are able to purchase an unmatched variety of products at consistently low prices in a single place.

Because of this advantaged business model, marketplaces have become the leading way for consumers to do their online shopping in most developed countries. Most western countries have a marketplace penetration of 30-50%, and China is even up on +90% levels. The Nordics, however, only have a marketplace penetration of approximately 5%.

New long-term market share-related target that replaces previous mid-term target

CDON currently holds a total market share⁶ of approximately 1.0-1.5% in the Nordic e-commerce market. The company has today set a new ambitious long-term target. The new long-term target is to reach **double digit market share** in the Nordic e-commerce market. This new target replaces the previous mid-term goal of reaching a 2.5% market share in the Nordic e-commerce market by the end of 2025.

For CDON to achieve long-term success like marketplaces in other regions, we will strive to:

- 1. Increase the amount of quality supply:** Provide more of the products that people want and utilize the low margin costs of bringing in more supply.
- 2. Improve customer happiness:** Fyndiq has in recent years enjoyed a significantly higher Trustpilot score compared to CDON. We intend to continue improving the customer experience at both CDON's and Fyndiq's marketplaces and become places where customers are delighted to shop.
- 3. Create distinct customer experiences for both brands:** Leverage two brands with different value propositions to serve different types of customer and needs.

As the CEO of CDON, I am dedicated to utilizing my experience from my 13 years at Fyndiq to lead this company to new heights. I also want the opportunity to say that I am really impressed by the tough work that Thomas Pehrsson during his tenure as the acting CEO, and the whole team at CDON, have done to turn the company to EBITDA profitability in Q1. Together, we will work towards achieving remarkable success in the e-commerce industry!

Sincerely,

Fredrik Norberg
CEO

⁶ Market share* is defined as CDON's total GMV as share of Serviceable Available Market, defined as total online spend in the Nordics, excluding hospitality, travel, building materials, groceries, clothing, shoes and pharmacy products. (Source for the Nordic e-commerce market data: E-commerce in Europe, Postnord 2021).

Financial Directives – Q1 commentary

Financial Directive		2023Q1: Comments
1	CDON's 3P business shall continuously gain market share in the Nordic e-commerce market.	CDON's 3P business has performed slightly worse than the market during the first quarter of 2023 with a decline of 8% compared to the market decline of 6%, due to weak performance in our key electronics vertical.
2	CDON's 3P take rate shall increase over time	The take rate for our 3P business in Q1 increased to 12.5% (10.6%) as a result of continued efforts to diversify into higher take rate categories and a commission increase implemented 23 rd of January 2023. The shift will improve our long-term take rate. With an enhanced focus on our value-added services our take rate is expected to increase over time.
3	CDON shall enjoy strong incremental margin as a result of its high gross margin 3P business and the relatively fixed nature of administrative and general costs	<p>In Q1, CDON reported a 56.8% gross margin (47.7%), continuing the path of taking the gross margin level closer to 3P level of approximately 95%.</p> <p>During the quarter we have continued our focus on optimising our marketing spend through more efficient spend in paid channels. Marketing cost as a percentage of GMV amounted to 5.1% (4.8%).</p> <p>Administrative & Selling Expenses (SG&A) excluding marketing costs have been further reduced as a result of previous restructuring.</p>

CDON's short-term target of being at least EBITDA break-even in FY 2023 remains intact.

As announced earlier today, CDON has decided to set a new long-term target, replacing the previously disclosed mid-term target to achieve at least 2.5% market share in the Nordic e-commerce market by the end of FY 2025 from the currently estimated 1%.

New long-term market share-related target: CDON shall reach double digit market share in the Nordic e-commerce market.

Performance indicators

Amounts in SEK million	2023	2022	Δ
	Jan-Mar	Jan-Mar	
Total gross merchandise value	408.5	455.7	-10%
Net sales	91.5	105.7	-13%
Marketing cost	-21.0	-21.7	3%
Marketing cost / gross merchandise value	-5.1%	-4.8%	-0.3 pp
Gross profit after marketing	30.9	28.7	8%
Operational expenses	-29.8	-54.5	45%
EBITDA	0.6	-27.0	n/a
EBIT	-5.0	-33.8	85%

	2023	2022	Δ
	Jan-Mar	Jan-Mar	
Marketplace take rate	12.5%	10.6%	1.9 pp
Active customers, last 12 months, thousands	2,009	2,023	-1%
Visits, thousands	17,171	19,154	-10%
Orders, thousands	649	696	-7%
Average shopping basket, SEK	630	655	-4%
Selling merchants, last 12 months ⁷	1,605	1,529	5%
Share sales in Sweden	67.9%	69.7%	-1.8 pp

Significant events during Q1 2023

- On January 1, 2023 Thomas Pehrsson assumed position as the acting CEO of CDON
- CDON and Fyndiq combine forces to create the leading Nordic e-commerce marketplace, press release February 16, 2023
- Notice of Extraordinary General Meeting in CDON AB (to be held on March 28, 2023; related to, inter alia, approval of the proposed combination of CDON and Fyndiq, and election of new Board members), press release February 22, 2023
- Bulletin from the Extraordinary General Meeting in CDON AB (held on March 28, 2023), press release March 28, 2023

Significant events after Q1 2023

- Notice of Annual General Meeting in CDON AB ("AGM", to be held on May 9, 2023), press release April 4, 2023
- The combination between CDON and Fyndiq has been completed by way of CDON acquiring the shares in Fyndiq from the shareholders in Fyndiq, press release April 12, 2023. The consideration for the acquired shares in Fyndiq has, according to the combination agreement, consisted of 4,101,892 newly issued ordinary shares in CDON and 241,543 newly issued class C shares in CDON. Further, the changes regarding the composition of CDON's Board of Directors became effective as a result of the completion of the combination. CDON's new Board as of April 12, until the end of the next AGM, consists of Josephine Salenstedt (Chair), Brad Hathaway, Christoffer Norman, Erik Segerborg and Jonathan Sundqvist. The new Board resolved to appoint Fredrik Norberg as CDON's new CEO, and Thomas Pehrsson as CDON's Deputy CEO on April 12.
- As announced by CDON on April 4, 2023, the Nomination Committee proposed that the new Board is re-elected at CDON's AGM on May 9, 2023, that Christoffer Norman is elected as new Chair of the Board and Erik Segerborg as new Deputy Chair of the Board
- Changes in CDON's management team - related to CDON's appointment of Atra Azami as new CTO (Chief Technology Officer), Björn Idrén as new CCO (Chief Commercial Officer), Kattis Åström as new CXO (Chief Experience Officer), Niklas Öhman as new CPO (Chief Product Officer) and Linda Andersson as new CSO (Chief Supply Officer) - press release April 14, 2023

⁷ Total number of merchants with sales during the past 12 months at the end of the period (previously reported merchants with products on the platform).

Comments on the financial performance for CDON Group

During the first quarter of 2023 the total GMV decreased by 10% compared to the same period last year. CDON Marketplace GMV decreased by 8% during the quarter. Total net sales decreased by 13% as we continued with the planned phase-out of our own inventory sales. Net sales for CDON Marketplace increased by 10%, mainly due to an improved 3P take rate.

The gross margin increased by 9.1 percentage points to 56.8% (47.7%) during the quarter. The combination of a higher share of total GMV and a higher take rate for CDON Marketplace with a strong gross margin for CDON Retail resulted in an increase in total gross margin for CDON.

Total expenses amounted to SEK -57.0 (-84.2) million. A decrease of SEK 27.2 million compared to Q1 2022, due to the lower cost level achieved by the restructuring program.

Profit/loss before depreciation and amortisation amounted to SEK 0.6 (-27.0) million for the quarter. The positive profit/loss before depreciation and amortisation is a result of a higher 3P take rate 12.5% (10.6%), and a higher 1P gross margin 15.1% (11.8%) in relation to the lower SG&A level achieved in Q1 2023. Profit/loss before depreciation and amortisation does not include one-off costs related to the acquisition of Fyndiq.

Profit/loss before tax amounted to SEK -5.0 (-33.8) million.

Profit/loss after tax per share amounted to SEK -0.77 (-5.18).

Cash flow and financial position for CDON Group

Cash flow from operations after changes in working capital amounted to SEK -62.8 (-54.0) million for the quarter. A negative effect from changes in operating liabilities is the main reason for the negative cash flow. The change in operating liabilities follows a seasonal pattern. During the quarter there has been an increase in inventory due to lucrative identified market opportunities.

Cash flow from investing activities amounted to SEK -4.3 (-3.8) million. Cash flow from financing activities remained unchanged and amounted to SEK 0.0 (0.0) million.

Total assets amounted to SEK 176.9 (301.2) million and equity amounted to SEK 39.5 (166.0) million.

The group's cash balance decreased by SEK 89.2 million and amounted to SEK 55.9 (145.1) million. As of March 31, 2023, current liabilities amount to SEK 128.3 (127.7) million and current assets amount to SEK 104.1 (191.0) million. Of current assets, the cash balance of 55.9 (145.1) includes SEK 50.3 (32.5) million of funds related to Merchants, which corresponds to the same amount presented as current liability related to merchants.

To mitigate risks relating to the financial situation and going concern, various actions have been taken. We have initiated and concluded cost savings related to the restructuring program regarding reduced number of employees, reduction of office space, renegotiating major supplier contracts, and have secured a cost base that can cope with substantial market decline, and own negative sales development, and remain confident in our financial directive of being EBITDA break-even during 2023.

Employees

During the first quarter, CDON AB had a total of 75 (103) full-time employees (measured as an average number for the first quarter). All employees work from the company's office in Malmö.

After the strategic restructuring CDON AB had a total of 64 full-time employees. All employees work from the company's office in Malmö.

Share data

Since November 6, 2020, CDON's shares have been listed on Nasdaq First North Growth Market, with FNCA Sweden AB as Certified Adviser. The shares have ISIN code SE0015191911 and the abbreviation CDON.

As of March 31, 2023, CDON had 6,440,415 issued shares. All were ordinary shares. The share capital amounts to SEK 6,451,735.

Accounting and valuation policies

The condensed consolidated interim financial statements and the interim financial statements of the Group and Parent company were prepared in accordance with the Swedish Annual Accounts Act with the accounting policies and bases of calculation used in the most recent annual report, i.e. BFNAR 2012:1 (K3).

Significant risks and uncertainties

Several factors affect, or may affect, directly or indirectly, the operations of CDON. CDON works constantly to identify, assess, and evaluate risks to which the Group is currently exposed and risks that could occur in the foreseeable future. The Group uses the following categories to manage risks: operational, industry and market, financial and legal risks. Operational risks include interruptions or deficiencies in IT and control systems, risks related to personnel, affiliated merchants' conduct, inventory, and distribution. Industry and market risks include risks related to competition, the general economy and consumer purchasing power. Financial risks include currency risk, credit risk, risks related to impairment of intangible assets and liquidity risk. Legal risks include legislation, regulation and compliance, disputes, and processing of personal data.

Identified risks are assessed with regards to the probability of occurrence and the related consequences. The effectiveness of existing risk measures (such as safeguards, control activities, etc.) is evaluated qualitatively. All identified risks are documented in a risk register, which is being regularly updated. Risks can be managed by proactive measures such as taking out insurance or entering into legal agreements, and in some cases the Group can influence the probability of risk-related events occurring. Other risks, such as risks associated with political decisions or other macroeconomic factors, cannot be eliminated. For risks related to events beyond the company's control, risk management is aimed at mitigating the consequences.

Liquidity risk

Liquidity risk is the risk that the Group will have difficulty fulfilling its obligations related to financial liabilities. Credit provision to customers, the degree of overdue receivables, credit from suppliers and capital tied-up in stock affect the need for cash and cash equivalents. The operations within CDON Marketplace generate liquidity for the Group by CDON receiving payments, through its payment service provider(s), from customers; these payments are subsequently transferred to the affiliated merchants at a later date, in accordance with agent agreements. In the event that CDON, due to changes in regulations or for other reasons, can no longer utilize the liquidity that customer payments entail, CDON will have a deteriorating liquidity situation. To mitigate the liquidity risk, various measures have been introduced.

Risks related to the processing of personal data and ongoing investigations related to the processing of personal data

In its operations, the Group collects and processes personal data to a certain extent, including data related to its customers and employees. It is of vital importance that personal data is processed in accordance with applicable personal data legislation. For example, data subjects must be informed about the collection and use of their personal data and the data must be processed in a way that is not incompatible with the purposes for which it has been collected. If the Group's processing of personal data is deficient, is exposed to data hacking or otherwise inadvertently violates applicable regulations, the Group risks, among other things, claims for compensation for the associated damage and invasion of privacy.

The EU's General Data Protection Regulation 2016/679 (GDPR) is directly applicable in Sweden and all other EU member states. The GDPR places strict requirements on companies that process personal data. Companies that do not comply with the GDPR can be charged with administrative fees of up to EUR 20 million or four percent of their global annual sales by the supervisory authorities.

There is a risk that the measures the Group takes, and has taken, to ensure and maintain confidentiality and privacy regarding personal data will be insufficient or otherwise not in accordance with applicable legislation. There is also a risk that the measures taken by the Group to ensure compliance with applicable legislation, such as the GDPR, will be insufficient, which may entail significant costs. There is also a risk of stricter requirements from responsible regulatory authorities, which in turn could result in higher costs and require more resources from the Group.

The Group processes personal data within its operations, and such supervisory matters concerning the processing of personal data that are significant to the Group are described below.

CDON AB's processing of personal data is being investigated by the Swedish Authority for Privacy Protection ("IMY"), including CDON AB's personal data processing based on consent. This investigation of CDON AB has not been initiated as a result of complaints against CDON AB but on the IMY's own initiative. There is a risk that, during its investigation, IMY will find that CDON's personal data processing is in breach of applicable personal data legislation. Should penalties be imposed as a result of the investigation, the company considers that they are unlikely to be classified as serious and ought, therefore, to be low.

In August 2020, the Austrian organization NOYB reported CDON's former owner Qliro Group to the Austrian Data Protection Authority, Datenschutzbehörde (DSB), regarding the processing of personal data on the website cdon.fi, which is run by CDON AB. The report refers to Qliro Group's/CDON's use of certain Google services on the website, allowing Google to process certain personal data in the United States and other countries. In July 2020, the European Court of Justice declared that one of the privacy shields that had allowed the transfer of personal data to the United States was invalid. NOYB therefore called for the Austrian Data Protection Authority to conduct a review of this personal data processing. The Austrian Data Protection Authority then informed the Swedish Authority for Privacy Protection (IMY) of the case, and they, in turn, initiated a supervisory case against CDON in November 2020 as a result of the information provided in the NOYB's report. The process includes several major players (which NOYB reported) and is still ongoing. There is a risk that, during its investigation, IMY will conclude that CDON's personal data processing has been in breach of applicable personal data legislation and decide to issue a penalty, reprimand, or warning. Should penalties be imposed as a result of this investigation, the company considers that they are likely to be classified as serious and might be relatively high.

The company was (in H2 2022) provided with IMY's preliminary draft resolution (in accordance with the GDPR's Art. 60), which, among other things, included a proposed administrative sanction fee for alleged violation of certain provisions in the GDPR. The company opposed the IMY's assessment in the said draft resolution, however, have made a reservation in Q4 2022 for the potential sanction fee. The company still considers the proposed draft resolution to be incorrect. IMY's final decision (which may deviate from the preliminary "draft") is expected to be made during 2023.

Other significant risks and uncertainties are described in greater detail in the company description that was published ahead of listing of CDON's shares on the Nasdaq First North Growth Market (in Q4 2020) and in the Annual Report 2022.

Related party transactions

No essential related party transactions occurred during the first quarter 2023.

Financial calendar 2023

The annual report 2022 was disclosed on April 6, 2023.

The interim report for Q1 2023 has been disclosed on April 25, 2023.

CDON's Annual General Meeting of shareholders (AGM 2023) is going to be held on May 9, 2023, in Stockholm, Sweden.

The interim report for Q2 2023 (half-year report 2023) will be disclosed on July 14, 2023.

The interim report for Q3 2023 will be disclosed on October 26, 2023.

Nomination Committee ahead of the AGM 2023

In October 2022 CDON's Nomination Committee (*Sw. valberedningen*) ahead of the AGM 2023 was appointed in accordance with the current instructions for the Nomination Committee adopted by the AGM 2021. The Nomination Committee consists of Brad Hathaway, appointed by ADW Capital, Sandra Backlund, appointed by Rite Ventures, and Alexander Antas, appointed by Mandatum Private Equity. The members of the Nomination Committee elected Sandra Backlund as the Chair of the Nomination Committee at the Committee's first meeting.

Audit

This report has not been audited or reviewed by the company's auditor.

Malmö, April 25, 2023
CDON AB (publ)
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Conference call

CDON invites the press, investors and analysts to a conference call and a webcast where CDON's interim report for the first quarter of 2023 will be presented. After the presentation, there will be an opportunity to ask questions. The presentation will be held in English on April 25, 2023, at 14:00 CEST.

If you wish to participate via teleconference, please register on the link below. After registration you will be provided with phone numbers and a conference ID to access the conference. You can ask questions verbally via the teleconference.

Link to teleconference:
<https://conference.financialhearings.com/teleconference/?id=5003885>

Link to Webcast: <https://ir.financialhearings.com/cdon-q1-2023/register>
The presentation material and the webcast will be published on <https://investors.cdon.com/en/investor-relations/presentations/>

For further information, please contact:

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This information is information that CDON AB is required to disclose under the EU Market Abuse Regulation. The information was released for publication through the agency of the above contacts at 13:00 CEST on April 25, 2023.

About CDON

CDON was founded in 1999 and is now the largest marketplace in the Nordic region. Shoppers 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.

Condensed income statement – Group

Amounts in SEK million	2023 Jan-Mar	2022 Jan-Mar	2022 Jan-Dec
Net sales	91.5	105.7	461.2
Cost of goods sold	-39.6	-55.3	-234.1
Gross profit	51.9	50.4	227.0
Selling expenses	-31.7	-37.4	-165.1
Administrative expenses	-23.5	-45.0	-200.0
Other operating income/expenses, net	-1.3	-0.5	1.8
Results from associated companies and jointly controlled companies	-0.5	-1.3	-15.4
Operating profit/loss	-5.1	-33.8	-151.8
Net financial items	0.2	0.0	-0.1
Profit/loss after financial items	-5.0	-33.8	-151.9
Profit/loss before tax	-5.0	-33.8	-151.9
Income tax	0.0	0.0	0.0
Profit/loss for the period	-5.0	-33.8	-151.9
Attributable to:			
Parent company's shareholders	-5.0	-33.4	-149.9
Non-controlling interest	0.0	-0.4	-2.0
Result for the period	-5.0	-33.8	-151.9

Condensed balance sheet - Group

Amounts in SEK million	2023 31 Mar	2022 31 Mar	2022 31 Dec
ASSETS			
Non-current assets			
Intangible assets	60.9	83.5	62.2
Property, plant and equipment	1.1	1.7	1.3
Financial assets	10.8	25.1	11.2
Total non-current assets	72.8	110.2	74.7
Current assets			
Inventory	16.4	13.5	8.6
Other current assets	31.8	32.4	31.2
Cash balance	55.9	145.1	123.1
<i>Of which funds related to merchants⁸</i>	<i>50.3</i>	<i>32.5</i>	<i>54.5</i>
Total current assets	104.1	191.0	163.0
TOTAL ASSETS	176.9	301.2	237.7
EQUITY AND LIABILITIES			
Equity attributable to the parent company's shareholders	39.5	156.2	44.5
Non-controlling interests	0.0	9.8	0.0
Total equity	39.5	166.0	44.5
Provisions	8.8	7.1	20.3
Total provisions	8.8	7.1	20.3
Other long-term liabilities	0.4	0.4	0.4
Total long-term liabilities	0.4	0.4	0.4
Other current liabilities	128.3	127.7	172.5
<i>Of which current liabilities related to merchant⁸</i>	<i>50.3</i>	<i>32.5</i>	<i>54.5</i>
Total current liabilities	128.3	127.7	172.5
TOTAL EQUITY AND LIABILITIES	176.9	301.2	237.7

⁸ CDON acts as an agent to its merchants and transfer funds to them from CDON's payment service provider(s), which in turn, receive payments from end-customers. CDON has in agreements with merchants agreed that CDON is not required to keep separate accounts for payments received for products sold by merchants, and that CDON as such is not required to keep the payments received separated from CDON's own funds. The line item "Of which funds related to merchants" is merely presented to clarify the movement in the composition of the Cash balance. The amount corresponds to a liability recorded within Current liabilities.

Changes in equity - Group

Amounts in SEK million	2023	2022	2022
	Jan-Mar	Jan-Mar	Jan-Dec
Equity at beginning of year	44.5	199.7	197.0
Equity rights issue	0.0	-33.4	0.0
Cost of equity rights issue	0.0	0.1	0.0
Profit/loss for the year	-5.0	-166.4	-149.9
Share based compensation	-0.1	0.0	0.5
Acquisition of non-controlling interests	0.0	0.0	-3.1
Equity attributable to the parent company's shareholders	39.5	166.4	44.5
Non-controlling interests	0.0	-0.4	0.0
Equity at period-end	39.5	166.0	44.5

Condensed cash flow statement - Group

Amounts in SEK million	2023	2022	2022
	Jan-Mar	Jan-Mar	Jan-Dec
Cash flow from operating activities before changes in working capital	-8.2	-24.1	-78.9
Increase (-)/decrease (+) in inventories	-7.5	6.4	11.0
Increase (-)/decrease (+) in operating receivables	-1.3	9.9	11.1
Increase (+)/decrease (-) in operating liabilities	-45.8	-46.2	-0.9
Cash flow from operating activities	-62.8	-54.0	-57.8
Investing activities			
Acquisitions of property, plant and equipment	0.0	-0.3	-0.8
Acquisitions of intangible assets	-4.3	-3.5	-21.3
Acquisitions of financial assets	0.0	0.0	-0.2
Acquisitions of subsidiaries net assets	0.0	0.0	0.0
Acquisitions of shares in associated companies	0.0	0.0	0.0
Cash flow from investing activities	-4.3	-3.8	-22.3
Financing activities			
Share rights issue	0.0	0.0	0.0
Repayment of loans	0.0	0.0	0.1
Disbursement of loans	0.0	0.0	0.0
Dividend paid	0.0	0.0	0.0
Cash flow from financing activities	0.0	0.0	0.1
Cash flow for the period	-67.2	-57.8	-80.0
Cash and cash equivalents at the beginning of period	123.1	202.9	202.9
Exchange rate differences in cash and cash equivalents	0.0	0.1	0.3
Cash and cash equivalents at the end of period	55.9	145.1	123.1

Condensed income statement – Parent company

Amounts in SEK million	2023 Jan-Mar	2022 Jan-Mar	2022 Jan-Dec
Net sales	91.5	105.1	459.3
Cost of goods sold	-39.6	-55.3	-234.1
Gross profit	51.9	49.8	225.2
Selling expenses	-31.7	-37.4	-165.1
Administrative expenses	-23.3	-42.0	-176.8
Other operating expenses	-1.3	-0.6	1.4
Operating profit/loss	-4.4	-30.1	-115.4
Net financial items	0.2	0.0	-30.3
Profit/loss after financial items	-4.2	-30.2	-145.7
Profit/loss before tax	-4.2	-30.2	-145.7
Income tax	0.0	0.0	0.0
Profit/loss for the period	-4.2	-30.2	-145.7

Condensed balance sheet – Parent company

Amounts in SEK million	2023 31 Mar	2022 31 Mar	2022 31 Dec
ASSETS			
Non-current assets			
Intangible assets	60.9	59.9	62.1
Property, plant and equipment	1.1	1.7	1.3
Financial assets	11.2	44.5	11.2
Total non-current assets	73.2	106.1	74.6
Current assets			
Inventory	16.4	13.5	8.6
Other current assets	31.8	31.6	31.1
Cash and cash equivalents	53.7	140.9	120.5
<i>Of which funds related to merchants⁹</i>	<i>50.3</i>	<i>32.5</i>	<i>54.5</i>
Total current assets	101.9	185.9	160.2
TOTAL ASSETS	175.1	292.0	234.8
EQUITY AND LIABILITIES			
Equity	38.3	158.0	42.7
Total equity	38.3	158.0	42.7
Provisions	8.8	7.1	20.3
Total provisions	8.8	7.1	20.3
Other current liabilities	128.0	126.8	171.9
<i>Of which current liabilities related to merchants⁹</i>	<i>50.3</i>	<i>32.5</i>	<i>54.5</i>
Total current liabilities	128.0	126.8	171.9
TOTAL EQUITY AND LIABILITIES	175.1	292.0	234.8

⁹ CDON acts as an agent to its merchants and transfer funds to them from CDON's payment service provider(s), which in turn, receive payments from end-customers. CDON has in agreements with merchants agreed that CDON is not required to keep separate accounts for payments received for products sold by merchants, and that CDON as such is not required to keep the payments received separated from CDON's own funds. The line item "Of which funds related to merchants" is merely presented to clarify the movement in the composition of the Cash balance. The amount corresponds to a liability recorded within Current liabilities.

Condensed cash flow statement – Parent company

Amounts in SEK million	2023 Jan-Mar	2022 Jan-Mar	2022 Jan-Dec
Cash flow from operating activities before changes in working capital	-7.6	-22.9	-76.4
Increase (-)/decrease (+) in inventories	-7.4	6.4	11.0
Increase (-)/decrease (+) in operating receivables	-2.7	9.9	14.9
Increase (+)/decrease (-) in operating liabilities	-44.7	-45.8	-4.1
Cash flow from operating activities	-62.4	-52.4	-54.6
Investing activities			
Acquisitions of financial assets	0.0	0.0	-0.3
Acquisitions of property, plant and equipment	0.0	-0.3	-0.8
Acquisitions of intangible assets	-4.3	-3.5	-21.3
Investments in subsidiaries	0.0	0.0	0.0
Shareholder contribution	0.0	-0.4	0.0
Cash flow from investing activities	-4.3	-4.2	-22.5
Financing activities			
Share rights issue	0.0	0.0	0.0
Repayment of loan	0.0	0.0	0.0
Loans paid out	0.0	0.0	0.0
Dividend paid	0.0	0.0	0.0
Cash flow from financing activities	0.0	0.0	0.0
Cash flow for the period	-66.8	-56.6	-77.0
Cash and cash equivalents at the beginning of period	123.1	197.5	197.5
Exchange rate differences in cash and cash equivalents	0.0	-0.1	-0.1
Cash and cash equivalents at the end of period	53.7	140.9	120.5

Selected segment information – Parent company

Amounts in SEK million	2023 Jan-Mar	2022 Jan-Mar	Δ
CDON Marketplace (3P)			
Gross merchandise value	364.4	395.2	-8%
Net sales	49.0	44.7	10%
Gross profit	45.5	42.7	7%
Commission (%)	11.6	9.4	2.2 pp
Gross margin (%)	92.8	95.6	-2.8 pp
CDON Retail (1P)			
Gross merchandise value	44.2	60.5	-27%
Net sales	42.4	60.5	-30%
Gross profit	6.4	7.1	-10%
Gross margin (%)	15.1	11.8	3.3 pp

Information on the number of shares

	2023	2022
	Jan-Mar	Jan-Mar
Shares outstanding at the end of the period	6,440,415	6,450,483
Shares outstanding at the end of the period after dilution	6,440,415	6,450,483
Average number of shares before dilution	6,440,415	6,450,141
Average number of shares after dilution	6,440,415	6,450,141

Condensed income statement for reference – Group

CDON Group	2023	2022	2022
Amounts in SEK million	Jan-Mar	Jan-Mar	Jan-Dec
Net sales	91.5	105.7	461.2
Cost of goods sold	-39.6	-55.3	-234.1
Gross profit	51.9	50.4	227.0
Selling expenses	-31.7	-37.4	-165.1
Administrative expenses	-23.5	-45.0	-200.0
Other operating income/expenses, net	-1.3	-0.5	1.8
Results from associated companies and jointly controlled companies	-0.5	-1.3	-15.4
Operating profit/loss	-5.1	-33.8	-151.8
Net financial items	0.2	0.0	-0.1
Profit/loss after financial items	-5.0	-33.8	-151.9
Profit/loss before tax	-5.0	-33.8	-151.9
Income tax	0.0	0.0	0.0
Profit/loss for the period	-5.0	-33.8	-151.9
Attributable to:			
Parent company's shareholders	-5.0	-33.4	-149.9
Non-controlling interest	0.0	-0.4	-2.0
Result for the period	-5.0	-33.8	-151.9
Total gross merchandise value	408.5	455.7	2078.7
Gross profit after marketing	30.9	28.7	117.5
EBITDA	0.6	-27.0	-115.1

Fyndiq	2023	2022	2022
Amounts in SEK million	Jan-Mar	Jan-Mar	Jan-Dec
Net sales	31.2	41.6	153.4
Cost of goods sold	-4.8	-8.1	-28.5
Gross profit	26.4	33.5	124.8
Selling expenses	-15.6	-19.3	-70.3
Administrative expenses	-13.6	-17.8	-56.9
Other operating income/expenses, net	0.0	0.0	0.3
Results from associated companies and jointly controlled companies	0.0	0.0	0.0
Operating profit/loss	-2.8	-3.7	-2.1
Net financial items	0.0	0.0	0.0
Profit/loss after financial items	-2.8	-3.7	-2.1
Profit/loss before tax	-2.8	-3.7	-2.1
Income tax	0.0	0.0	0.0
Profit/loss for the period	-2.8	-3.7	-2.1
Attributable to:			
Parent company's shareholders	-2.8	-3.7	-2.1
Non-controlling interest	0.0	0.0	0.0
Result for the period	-2.8	-3.7	-2.1
Total gross merchandise value	99.4	131.7	499.7
Gross profit after marketing	15.9	19.4	75.9
EBITDA	-0.5	-1.4	6.9

The condensed income statement for Fyndiq is estimated in accordance with CDON's income statement, and adjustments within the income statement may be subject to change.

Combined Company Amounts in SEK million	2023 Jan-Mar	2022 Jan-Mar	2022 Jan-Dec
Net sales	122.7	147.3	614.6
Cost of goods sold	-44.4	-63.4	-262.6
Gross profit	78.3	83.9	351.8
Selling expenses	-47.3	-56.7	-235.4
Administrative expenses	-37.1	-62.8	-256.9
Other operating income/expenses, net	-1.3	-0.5	2.1
Results from associated companies and jointly controlled companies	-0.5	-1.3	-15.4
Operating profit/loss	-7.9	-37.5	-153.9
Net financial items	0.2	0.0	-0.1
Profit/loss after financial items	-7.8	-37.5	-154.0
Profit/loss before tax	-7.8	-37.5	-154.0
Income tax	0.0	0.0	0.0
Profit/loss for the period	-7.8	-37.5	-154.0
Attributable to:			
Parent company's shareholders	-7.8	-37.1	-152.0
Non-controlling interest	0.0	-0.4	-2.0
Result for the period	-7.8	-37.5	-154.0
Total gross merchandise value	507.9	587.4	2578.4
Gross profit after marketing	46.8	48.1	193.4
EBITDA	0.1	-28.4	-108.2

The condensed income statement for the combined company is estimated in accordance with CDON's income statement.

Alternative performance measures

Certain key ratios in this report are not defined according to generally accepted accounting principles (GAAP). These alternative performance measures are deemed to be useful to investors because they form the basis for assessing operational performance, along with the comparable GAAP ratios. Alternative performance measures should not be considered in isolation from, or as a substitute for, financial information presented in accordance with GAAP. Alternative performance measures may not be comparable to similar measures reported by other companies.