

Lekmer moves into a new warehouse

Press release, Stockholm, 21 January 2015

Qliro Group AB (formerly CDON Group AB), today announced that its subsidiary Lekmer will move into a new warehouse. The move creates preconditions for continued growth and increased efficiency.

As a result of the continued strong growth of the Group companies Lekmer and Nelly, Lekmer will move its warehousing operations from CDON Group Logistics in Falkenberg to DB Schenker in Arlandastad outside Stockholm, Sweden. The move provides Lekmer with a larger warehouse space and an automated flow of goods, while it also provides Nelly.com with additional free capacity for its continued expansion in Falkenberg. The warehouse relocation is expected to result in significant efficiency improvements as well as lower handling costs for Lekmer. Relocation costs are estimated at SEK 15-20 million and will be attributed to Lekmer's results for the first quarter 2015 and on completion the cost savings are expected to exceed relocation costs on an annual basis.

As an effect of Lekmer's relocation CDON Group Logistics intends to reorganise the operations in Falkenberg with an initial headcount reduction of 55 employees. The changes will be implemented during the spring. Non-recurring costs related to the staff reduction is included in the abovementioned relocation costs.

– These changes creates preconditions for continued growth in Nelly and Lekmer through a more efficient logistics and an increased scalability, comments Paul Fischbein, President and CEO of Qliro Group.

For further information, please visit cdongroup.com, or contact:

Paul Fischbein, President and CEO

Tel: +46 (0) 10 703 20 00

Questions from investors and research analysts:

Nicolas Adlercreutz, CFO

Tel: +46 (0) 70 587 44 88

E-mail: ir@qlirogroup.com

Questions from media:

Fredrik Bengtsson, Head of Communications

Tel: +46 (0) 700 80 75 04

E-mail: press@qlirogroup.com

About Qliro Group

Qliro Group is a leading e-commerce group in the Nordic region. Since the start in 1999, the Group has expanded and broadened its product portfolio and is now a leading e-commerce player in consumer goods and lifestyle products through CDON.com, Lekmer, Nelly (Nelly.com, NLYman.com, Members.com), Gymgrossisten (Gymgrossisten.com/Gymsector.com, Bodystore.com, Milebreaker.com) and Tretti. The group also comprises the payment solution Qliro. In 2013, the group generated 4.4 billion SEK in revenue. Qliro Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "QLRO".

The information in this announcement is such that Qliro Group AB (publ) is required to disclose under the Securities Markets Act. This information was released for publication at 08:45 CET on 21 January 2015.