

Qliro Payment Solution launched in Finland

Press release, Stockholm, 20 April 2015

Qliro Group AB (publ.) today announced that its subsidiary Qliro AB has expanded the Qliro Payment Solution to Finland. Members.com and Tretti are the first merchants to introduce Qliro's services to their Finnish customers.

Qliro Payment Solution was launched in June last year as Members.com introduced the service for their Swedish customers. Today Qliro is implemented by a number of well-known e-commerce stores, both within Qliro Group and external, such as Cdon, Nelly, Tretti, Lekmer, Gymgrossisten, Bangerhead and Hobbex.

– Qliro is developing at a high pace. The customer response has been positive and we are experiencing a great interest from e-tailers across the Nordic region. We are therefore pleased that we can now offer the payment solution for merchants on the Finnish market, comments Paul Fischbein, President and CEO of Qliro Group.

About Qliro

Qliro is a company that enables safe online shopping for customers by allowing them to get their goods delivered in advance of the payments. Qliro was founded in 2014 as part of Qliro Group, and today Qliro Payment Solution services both the Group's stores and external merchants. The plan for 2015 is a continued integration with merchants and to launch in additional Nordic countries.

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 08:00 CET on 20 April 2015.

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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 2014, the group generated 5.0 billion SEK in revenue. Qliro Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "QLRO".