

Clarification with regards to notice from EU commission and market rumours

Press release, Stockholm, 22 October 2015

In light of rumours in the market, Qliro Group AB (publ) would like to clarify that the notice that the European Commission has published on 8 October 2015 with regards to Kinnevik and Qliro Group is related to a regulatory notification made by Kinnevik.

The document is an administrative matter that is being handled by the European Commission, a so called prior notification of concentration in accordance with EU competition legislation. The notification was submitted by Qliro Group's largest shareholder Kinnevik and is related to that Kinnevik over a period of time has had a majority of the shares and votes represented at Qliro Group's shareholder meetings, as a result of decreased attendance of other shareholders, despite the fact that Kinnevik only holds 28.3 percent of the outstanding shares in Qliro Group.

The notification to the Commission is hence not triggered by an increase in ownership or any other action on Kinnevik's part.

The information in this announcement is such that Qliro Group AB (publ) is required to disclose under the Swedish Securities Markets Act and/or the Financial Instruments Trading Act. This information was released for publication at 13:00 CET on 22 October 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 five billion SEK in revenue. Qliro Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "QLRO".