

Magnus Månsson to step down as CEO of Nelly

Press release, Stockholm, 7 July 2016

Qliro Group AB (publ) today announced that Magnus Månsson intends to step down as CEO of the subsidiary Nelly. Magnus will remain in his current role until further notice and has a six month notice period. Qliro Group has initiated the process to find a successor.

”Magnus Månsson has informed us of his intention to leave his position as CEO of Nelly. During Magnus’ time as CEO, Nelly has grown and strengthened its position on the Nordic markets, not least through the development of the private label offering, something which will continue to be important for Nelly in the future. I would like to thank Magnus for his contributions to Nelly and Qliro Group and wish him the best of luck in his future career”, comments Paul Fischbein, CEO of Qliro Group.

”I am very proud of what the team at Nelly has accomplished since I started in 2012. Today, Nelly has a strong position in the market, an attractive offering within private label and a strong organisation which is well suited to continue the development of the company. It has been very rewarding to work with all the great colleagues at Nelly and Qliro Group and I look forward to following the future development of the company”, comments Magnus Månsson.

Magnus Månsson will assume the role of CEO of Gina Tricot after he has concluded his assignment at Nelly.

This information is information that Qliro Group AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out below, at 08:00 CET on 7 July 2016.

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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 2015, the group generated over five billion SEK in revenue. Qliro Group’s shares are listed on Nasdaq Stockholm’s Mid-cap list under short name “QLRO”.