

Marcus Lindqvist assumes the role of CEO of Qliro Group on 1 August 2016

Press release, Stockholm, 29 July 2016

Qliro Group AB (publ) today announced that Marcus Lindqvist assumes the role of CEO of Qliro Group on 1 August 2016.

As previously announced, Marcus Lindqvist was appointed CEO of Qliro Group in February 2016. Marcus succeeds Paul Fischbein, who informed the Board of Directors of his intention to step down as CEO in September 2015.

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 person set out below, at 08:00 CET on 29 July 2016.

For further information, please visit www.qlirogroup.com, or contact:

Questions from media, investors and research analysts:

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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".