

## Marcus Lindqvist appointed CEO of Qliro Group

Press release, Stockholm, 23 February 2016

**Qliro Group AB (publ) today announced that Marcus Lindqvist has been appointed CEO of Qliro Group. He assumes his new role in August 2016 at the latest.**

Marcus Lindqvist has extensive experience from sales and marketing within the IT sector as well as from working with e-commerce. His most recent role was Head of B2B Sweden & Products at Dustin. Prior to Dustin, he served as Country Manager for Sweden at Hewlett Packard's PC division, as well as Channel Director for the Nordics at DELL.

"I am thrilled to accept the role as CEO of Qliro Group, a company where I believe my experience from sales, product marketing and e-commerce can make a positive contribution. Qliro Group and its subsidiaries have strong brands and market positions, and I very much look forward to continuing to develop the business", says Marcus Lindqvist.

"The Board is today very pleased to announce Marcus Lindqvist as the new CEO of Qliro Group. Marcus is an experienced leader who has done an impressive job at Dustin, due in particular to his focus on sales and marketing", comments Lars-Johan Jarnheimer, Chairman of the Board of Qliro Group.

*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 08:00 CET on 23 February 2016.*

**For further information, please visit [www.qlirogroup.com](http://www.qlirogroup.com), or contact:**

Lars-Johan Jarnheimer, Chairman of the Board

Tel: +46 (0) 10 703 20 00

*Questions from media, investors and research analysts:*

Erik Löfgren, Head of Communications

Tel: +46 (0) 700 80 75 06

E-mail: [press@qlirogroup.com](mailto:press@qlirogroup.com), [ir@qlirogroup.com](mailto:ir@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 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".