

## Adlibris joins CDON Marketplace

Press release, Stockholm, 24 February 2016

**Qliro Group AB (publ) today announced that Adlibris, the leading Nordic online bookstore, has agreed on a partnership with CDON to sell books via CDON Marketplace. In connection with the launch of Adlibris as a new Marketplace merchant, CDON will phase out its own assortment of books and instead sell Adlibris's assortment on CDON Marketplace.**

As part of the development of CDON Marketplace, CDON has signed an agreement with the leading Nordic online bookstore, Adlibris.com. The partnership means that Adlibris's assortment will be available on CDON Marketplace, and that CDON will phase out its own assortment of books. CDON's current sales volume of books is in the range 200-250 MSEK on an annual basis. The cooperation is expected to be launched during the summer of 2016.

Paul Fischbein, CEO of Qliro Group, comments: "We're very excited to launch a partnership with Adlibris. Our biggest subsidiary, CDON, is being transformed into the leading online marketplace in the Nordics and the partnership with Adlibris is an important milestone and further proof of concept of the future potential of CDON Marketplace."

Magnus Fredin, CEO of CDON, comments: "CDON Marketplace showed strong development during 2015, with a yearly growth of 54%. As we continue to develop CDON Marketplace it is of course very exciting to be able to connect a strong merchant like Adlibris to CDON Marketplace. It is a big and important step for CDON to enter into a long term partnership with a leading player in one of our verticals and together develop the customer offer within books."

Johan Kleberg, CEO of Adlibris Group, comments: "We are very pleased to have been given the confidence to, together with CDON Marketplace develop the book vertical for CDONs customers. This partnership is in line with our strategy to reach book customers in new sales channels. With our passion for books and CDON's large reach, we are confident that this will be a successful partnership that will continue developing the e-commerce of books online."

*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 24 February 2016.*

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

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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".