

Mathias Pedersen appointed new CFO of Qliro Group

Press release, Stockholm, 10 August 2016

Qliro Group AB (publ) today announced that Mathias Pedersen has been appointed new Chief Financial Officer (CFO) of Qliro Group. Mathias will be a part of the Group management team and will assume his new role on 15 August 2016. He succeeds Nicolas Adlercreutz.

Mathias Pedersen, 45, has a solid financial background and prior experience as CFO of a publicly listed company. He most recently comes from Kinnevik AB where he was Investment Director. Prior to this he has, among other things, been CFO for East Capital group, East Capital Explorer and ETAC. Mathias holds a Master's degree from Stockholm School of Economics.

Marcus Lindqvist, CEO of Qliro Group, comments: "We are very pleased to be able to appoint Mathias Pedersen as new CFO of Qliro Group. Mathias has significant financial expertise and many years of experience from the role as CFO. I look forward to working together with Mathias and the other members of the management team to continue to develop Qliro Group. I would at the same time like to thank Nicolas Adlercreutz for his time at Qliro Group. Nicolas has played a central part in developing the stable foundation which is now in place within Qliro Group and I wish him the best of luck when he now leaves the Group."

Mathias Pedersen comments: "Qliro Group is a very exciting company and I look forward to taking an active role in the continued development of the Group. I believe that, through my combined prior experiences, I will be able to make a meaningful contribution."

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 10 August 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".