

The Nomination Committee's proposal for the Board of Directors of Qliro Group

Press release, Stockholm, 12 April 2018

In advance of the Annual General Meeting of shareholders in Qliro Group AB (publ) to be held on 22 May 2018, the Nomination Committee proposes the re-election of current Board members Christoffer Häggblom, Daniel Mytnik, Erika Söderberg Johnson and Jessica Pedroni Thorell. The Committee also proposes the election of Andreas Bernström and Lennart Jacobsen as new Board members. Furthermore, the Nomination Committee proposes the election of Christoffer Häggblom as new Chairman of the Board. Current Board members Lars-Johan Jarnheimer, Caren Genthner-Kappesz and Peter Sjunnesson have declined re-election.

Andreas Bernström is an Investment Director at Kinnevik, focusing on opportunities in the Nordic markets. Andreas is currently the Chairman of Trustly, one of Europe's fastest growing fintech companies, and has been an industrial advisor to EQT on digital and TMT issues for the past seven years. In 2014 Andreas founded and successfully launched Sinch, a communications platform for iOS and Android developers which was subsequently sold to CLX Communications. He has also been the Chief Executive Officer of Rebtel and worked eight years at TradeDoubler first as Managing Director in the United Kingdom and later as Chief Operating Officer. Andreas holds a BA from Manchester University in Economics and French, and an MA in Finance from Webster University.

Lennart Jacobsen is a senior advisor mainly within banking across Europe, and currently serves on the Board of Qliro Financial Services. Between 2013-2016, Lennart was EVP Head of Retail Banking at Nordea, serving more than 10 million customers across the Nordics. Prior to joining Nordea, Lennart spent 15 years with GE Capital, ending his tenure serving as Chief Executive Officer of GE Money Bank Nordics. Lennart holds an MSc in Electrical Engineering and Telecommunications from KTH Royal Institute of Technology.

Cristina Stenbeck, Chairman of the Nomination Committee, commented: "The Nomination Committee is pleased to be able to nominate Andreas Bernström and Lennart Jacobsen for election to the Board of Qliro Group. Andreas and Lennart will contribute significantly to the Board's discussions around Qliro Group's opportunities to build fast growing digital businesses, especially within the Nordic consumer-facing financial services sector."

Cristina Stenbeck added: "On behalf of all shareholders, the Nomination Committee would like to extend its deepest gratitude to Lars-Johan Jarnheimer for his significant contribution during his eight-year tenure on the Qliro Group Board. Lars-Johan has been instrumental in leading Qliro Group's transformation during recent years, from a group of online retailers into Sweden's leading e-commerce marketplace with an ever-stronger financial services platform within Qliro Group. The Nomination Committee would also like to thank Caren

Genthner-Kappesz and Peter Sjunnesson for their contributions over the recent years.”

The Nomination Committee comprises Lars-Johan Jarnheimer as Chairman of the Board of Qliro Group, Cristina Stenbeck representing Kinnevik AB, Christoffer Häggblom representing Rite Ventures, and Stefan Roos representing Origo Capital. The Nomination Committee’s complete proposals, including remuneration to the Board and auditor, election of auditor and procedural rules for the Nomination Committee, will be presented in the notice to the 2018 Annual General Meeting and will be available at Qliro Group’s website.

This information is information that Qliro Group AB is required to disclose under the EU Market Abuse Regulation. This information was released for publication, through the agency of the contact persons set out below, at 6:00 p.m. CET on April 12, 2018.

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

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About Qliro Group

Qliro Group is a leading Nordic e-commerce group in consumer goods, lifestyle products and related financial services. Qliro Group operates the leading Nordic marketplace CDON.COM, the online fashion brand Nelly.com and Qliro Financial Services that offers financial services to merchants and consumers. In 2017 the Group had sales of SEK 3.4 billion. Qliro Group’s shares are listed on the Nasdaq Stockholm Mid-Cap segment under the ticker symbol QLRO.