

## Qliro opens for external merchants

Press release, Stockholm, 12 March 2015

**Qliro Group AB (publ.) today announced that its subsidiary Qliro AB introduces Qliro Payment Solution for merchants outside of Qliro Group.**

Qliro has developed integration modules that makes it easy for merchants on Magento- and Askås platforms to integrate with and use Qliro Payment Solution. Integrations for additional platforms will be launched shortly.

– Qliro is in an exciting phase. We launched the payment solution on the Group's Swedish stores last year and today Qliro has more than 500,000 customers. The customer response has been positive and we are experiencing a great interest from other e-tailers. Therefore, we now take the next step and offer the payment solution to merchants outside of Qliro Group, comments Paul Fischbein, President and CEO of Qliro Group.

### About Qliro

Qliro is a company that enables safe online shopping for customers by allowing them to get their goods delivered in advance of the payments. Qliro was founded in 2014 as part of Qliro Group, and Qliro Payment Solution is currently used in the Swedish market by CDON.com, Nelly, NLYman, Lekmer, Tretti and Members. The plan for 2015 is a continued integration with Swedish merchants and to launch in additional Nordic countries.

*The information in this announcement is such that Qliro Group AB (publ) is required to disclose under the Securities Markets Act. This information was released for publication at 08:00 CET on 12 March 2015.*

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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 2014, the group generated five billion SEK in revenue. Qliro Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "QLRO".