

Gustav Hasselgren new CEO of Gymgrossisten

Press release, Stockholm, 22 February 2017

Qliro Group AB (publ) has recruited Gustav Hasselgren as new CEO of Gymgrossisten. Gustav has extensive experience of business and brand development as well as consumer goods sales. He most recently comes from the role as Country Manager Sweden and Finland at Procter & Gamble. Gustav assumes his new position in the middle of May 2017 at the latest.

“We are very pleased to have been able to recruit Gustav Hasselgren as new CEO of Gymgrossisten. Gustav’s experience of sales of consumer goods and business development are, together with his leadership skills, well suited to Gymgrossisten’s development going forward. He will also play an important role in the work with the new strategic direction for Gymgrossisten, where we among other things pursue potential partnerships to facilitate continued investments and to take advantage of the ongoing consolidation in the sector”, says Marcus Lindqvist, CEO of Qliro Group.

Gustav Hasselgren has extensive experience of business and brand development as well as consumer goods sales after over ten years in different leading positions within Procter & Gamble in the Nordics. He most recently comes from the position as Country Manager Sweden and Finland at Procter & Gamble and prior to this he was Commercial Operations Leader in the Nordics. Gustav holds a Master’s degree in Business Administration and Technology Management from Lund University.

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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) and Gymgrossisten (Gymgrossisten.com/Gymsector.com, Bodystore.com, Milebreaker.com and Fitness Market Nordic). The group also comprises the payment and consumer financing solution Qliro. In 2016, the group generated 4.5 billion SEK in revenue. Qliro Group’s shares are listed on Nasdaq Stockholm’s Mid-cap list under short name “QLRO”.