

## Qliro becomes a credit market company

Press release, Stockholm, 15 March 2017

**Qliro Group AB (publ) today announced that the subsidiary Qliro AB (Qliro) has received the license from Finansinspektionen (the Swedish Financial Supervisory Authority) to operate as a credit market company. The license enables Qliro to launch in Norway, introduce savings accounts which are subject to the state-provided deposit insurance and introduce new digital financial services and entails that Qliro AB now operates under Finansinspektionen's supervision.**

Qliro was launched on the Swedish market during 2014 and today offers payment services through invoice and instalment. During 2015, Qliro was launched in Finland and Denmark and is used by both Qliro Groups subsidiaries as well as external merchants.

With the license, Qliro will introduce savings accounts which are subject to the state-provided deposit insurance and launch the payment solution on the Norwegian market. The license also enables Qliro to launch new digital financial services in the future.

"Qliro has received a very positive reception in the market and continues to develop in line with our high expectations. We see significant advantages in combining a broad and attractive e-commerce platform with payment solutions and financial services. The license is a proof of quality for Qliro and above all allows us to continue the rapid development of this exciting company. Qliro's ambition is to offer market leading solutions within digital financial services and we have already established a considerable customer base as over two million people have used Qliro since the launch. The license now provides us with opportunities to develop both the consumer and merchant offering, for instance by continued investments in new services, to further strengthen Qliro's position as a leading player within digital financial services in the Nordics," commented Marcus Lindqvist, CEO of Qliro Group.

### About Qliro

Qliro AB was established in 2014 and is reported under the segment Qliro Financial Services. Qliro today offers payment solutions to some of the largest online retailers in the Nordics – among others CDON.COM, Gymgrossisten, Nelly, Lyko, Bangerhead, Hobbex, Lekmer and Tretti. Qliro offers financial services as a credit market company in accordance with the Swedish Banking and Financing Business Act (2004:297), the operations are regulated and under full supervision of the Swedish Financial Supervisory Authority.

*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 16:30 CET on 15 March 2017.*

**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) 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".