

# Skincity founder Mikael Kjellman joins the board of Qliro

**Mikael Kjellman, former CEO and founder of the online beauty company Skincity was elected as a new board member of Qliro during the Annual General Meeting. The board position is his first external assignment since he sold Skincity to Axel Johnson.**

Mikael Kjellman has long and valuable experience as a former CEO and co-founder of the successful online company Skincity. The e-commerce company was founded in 2011 and can be compared to an online skincare clinic with a carefully selected range of professional skincare and skincare cosmetics. The company showed strong growth over the years and established a loyal customer base. Mikael Kjellman ran and developed the e-commerce company together with his co-founder for about 10 years, until it was acquired by Axel Johnson.

“This is the first external assignment I have chosen to take since the sale of Skincity. Qliro has a strong product offering with the customer experience in focus. With my experience from fast-growing e-commerce companies, with a strong brand and a loyal customer base, I look forward to contributing to Qliro's business and the vision to become the retailers' best friend,” says Mikael Kjellman.

**For further information, please contact:**

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## About Qliro AB

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Founded in 2014, Qliro is a tech company offering flexible payment solutions for e-commerce merchants in the Nordics and digital financial services to consumers in Sweden. Since inception 2014, Qliro has grown quickly and in the last year 2.5 million customers have used Qliros services and business volumes with Qliros payment products exceeded SEK 7.1 billion. The largest owners are Rite Ventures with 26% ownership and Mandatum Private Equity (Sampo owned company) with 10 % ownership.

Qliro is listed on Nasdaq Stockholm since October 2020 with the ticker “Qliro”. Qliro has its registered address in Stockholm and is a credit market company under supervision of the Swedish Financial Supervisory Authority (FI). For more information see <https://www.qliro.com/en/investor-relations>

## Image Attachments

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[Mikael Kjellman Tillträder Som Styrelseledamot I Qliro](#)

## Attachments

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[Skincity founder Mikael Kjellman joins the board of Qliro](#)