

Biltema invests in its Nordic e-commerce offering and changes payment partner to Qliro

Qliro continues to strengthen its position as a partner to major e-retailers in the Nordic region and the latest addition will be Biltema, which is investing heavily in its e-commerce service “Pay & Collect”. Biltema is one of Sweden's leading resellers of home and leisure items, and in addition to Sweden, the partnership also covers Biltema's operations in Norway, Finland and Denmark and is expected to be launched gradually during the first quarter of 2021.

Biltema offers a wide range of products for the whole family within home and leisure and has 19,000 items in car spare parts, motorcycles, tools, chemistry, construction, boat, leisure, home and technology. Now Biltema is investing in its e-commerce offering and chooses Qliro as the payment partner for its “Pay & Collect” service. The “Pay & Collect” service means that the customer can pick up their pre-packaged order within two hours at one of Biltema's department stores. According to the comparison site Black-friday-sverige.se, Biltema was the sixth most visited e-commerce site in Sweden during the period July-September 2020.

Biltema is now changing its payment partner to Qliro's flexible payment solutions. The partnership means that Biltema's customers will in a simple way be given the opportunity to pay in the way that suits them and thus be able to use Qliro's popular payment products such as invoices or part-payment options.

“Our e-commerce is growing rapidly in importance to us and society at large and in that growth phase we are really looking forward to Qliro supporting us with its expertise in e-commerce. We look forward to launching Qliro's innovative, stable and customer-friendly checkout solution to our customers”, comments Daniel Berg, CDO at Biltema.

“I am really happy to welcome another really big Nordic retailer and such a strong brand as Biltema to Qliro. Over the past year, we have significantly strengthened our position in the market. One of the reasons for our success is our modern checkout solution that makes the shopping experience simple and frictionless for the consumer, which also results in a better conversion for our merchants. This, together with the improvements we have made for consumers in our digital channels such as the new app and the web, has been important in gaining the trust to enter into a partnership with Biltema”, comments Carolina Brandtman, CEO of Qliro.

In 2020, Qliro has initiated partnerships with, among others, the technology giant Inet, CAIA Cosmetics, Scandinavian Luxury and Headspot.

About Biltema: Biltema offers a wide range for the whole family in the areas of Car / Motorcycle, Boat, Leisure, Home, Office / Technology, Construction, Car Care and Tools. In total, Biltema markets more than 19,000 articles. Biltema is today present in Sweden, Norway, Finland and Denmark. Biltema's vision is to make it financially easier for people to have a car, boat, home, tools and leisure items of high quality and thereby create a richer leisure time for everyone.

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About Qliro AB

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 2014, Qliro has grown quickly and during the latest year more than 2.3 million customers have used Qliros services and business volumes with Qliros payment products exceeded SEK 5.8 billion. The largest owners are Rite Ventures with a 25.8% ownership and Mandatum Life (Sampo-controlled company) with a 9.8 % 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 the supervision of the Swedish Financial Supervisory Authority (FI). For more information see <https://www.qliro.com/en/investor-relations>

This information is information that Qliro 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 above, at 2020-12-16 19:30 CET.

Image Attachments

[Qliro Logo RGB](#)
[Carolina Brandtman](#)
[Biltema Blue](#)
[Köp Och Hämta 1920x1080](#)
[Daniel Berg](#)

Attachments

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