

Norwegian beauty company Blush changes payment partner to Qliro

Beauty giant NF Holding chooses to expand its collaboration with Qliro regarding payment solutions to also include Blush, one of Norway's leading e-retailers in beauty. The collaboration means that Qliro further strengthens its position as a leading payment provider in the e-commerce beauty segment in the Nordic region. The collaboration begins immediately.

Blush sells beauty and health products to women and men in Norway. With a focus on sustainability, fast deliveries and good customer service, Blush aims to become Norway's largest player in beauty and well-being. Blush's sales in 2020 grew by 60 percent.

Now Blush chooses Qliro as its payment partner. The partnership means that Blush's customers are given the opportunity to pay in the way that suits them and be able to use Qliro's payment products, such as the popular invoice product, through Qliro's checkout solution. Blush will also be Qliro's first customer to offer the Vipps payment method in Qliro's checkout.

"Blush's sister companies in Sweden, Nordicfeel and Eleven, work closely with Qliro, a partnership we are very pleased with. This, together with their innovative and customer-friendly checkout solution, made the choice of Qliro as a payment partner natural for Blush as well," comments Christina Ericsson, CEO NF11 Holding.

"It is fun to welcome a strong and pure Norwegian e-retailer like Blush to Qliro. We are impressed by the strong position they have achieved in their segment and we look forward to being part of and supporting their continued growth. In addition to the close cooperation we already have in place, our modern checkout solution and the development we have made of the digital customer platforms in Norway has been important to gain the trust to enter into a partnership with Blush ", comments Johnny Sällberg, CCO at Qliro.

Qliro already dominates the beauty segment in the Nordics with customers such as Lyko, CAIA, Parfym, Bangerhead, Nordicfeel, Eleven, Baresso, It's Perfect, Headspot and Beautystore. With Blush, the position in the Norwegian market is strengthened.

Qliro recently presented the news that Qliro is strengthening its offering for Nordic e-retailers and consumers by integrating the payment options Vipps in Norway and Mobile Pay in Denmark in its checkout.

About Blush

Blush is one of Norway's leading online stores in beauty and well-being and part of NF11 Holding, which also owns the beauty companies Nordicfeel and Eleven.

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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 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 6.2 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

[Johnny Sällberg, CCO Qliro](#)

[Qliro Logo RGB](#)

[Christina Ericsson VD NF Holding](#)

[Blush Logo](#)

Attachments

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