

## Qliro launches new strategy with enhanced focus on payments

**Today, April 25, Qliro launches its new strategy “Safe and Simple Payments”. This means a more clear focus on delivering a wider range of stable and secure payment solutions to merchants in the Nordic region. With the new strategy Qliro sees an opportunity to grow as one of few players in the Nordic region with core business in payments. In connection with the new strategy, the company's brand identity will also be updated to strengthen Qliro's focus on secure and easy payments in e-commerce.**

In December 2021, Qliro's Board of Directors adopted a revised strategy for the business. The new strategy states an increased focus on Qliro's core business - safe and simple payments in e-commerce. This combined with delivering the best service experience to its merchants and their customers means that Qliro continues to challenge and gain ground in the Nordic region.

As part of the revised strategy and the new brand identity, Qliro now enables more payment options in its checkout and introduces payment methods such as Vipps, MobilePay and Swish.

“In an uncertain world with turbulent markets, Qliro sees a growing demand for a strong player that makes payments easier, safer and more secure. As an intermediary between merchant and consumer, we ensure that payments can be made in a simple manner and minimize unnecessary risks for both parties. This is an important part of our new strategy where we strive to maximise the merchants' value from the payment part of their customers' purchases”, said **Jonas Arlebäck, acting CEO of Qliro.**

“It feels great to finally launch Qliro's new strategy and visual identity. Over the past year, we have worked hard to make our platform more efficient and create a fully streamlined customer experience. The feedback we have received so far is very positive, which shows that the new Qliro has been well received by both merchants and their customers”, says **Fredrik Malmqvist, Chief Product and Marketing Officer at Qliro.**

The customer experience is an important aspect of the new strategy. By helping merchants get recurring and satisfied customers, Qliro can reduce customer acquisition costs. For the customer, Qliro guarantees that the payment is simple and secure, regardless of whether the payment is made before or after delivery.

In collaboration with Ungdomsbarometern and NoA, Qliro has developed the brand experience, where Bold has created a new visual identity to fully reflect the new strategy. The new identity has an increased focus on clarity to offer a more user-friendly and more secure customer experience. With it, Qliro's position and offer on market is clarified.

“In a category that has greatly increased its brand investments, it was necessary to effectively establish a position based on what characterizes Qliro and the driving forces that proved to be most important for people in the choice of payment solution, namely to offer a neat, safe and simple experience. With this as a starting point, we have together with Qliro developed a visual identity that, by focusing on clarity and honesty, highlights the value that Qliro adds to both consumers and merchants”, says **Carl-Fredrik af Sandeberg, CEO of Bold.**

**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>

**Attachments**

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