

## Clear changes in buying patterns during Black Week

**An intense period with Black Week, Black Friday and yesterday's Cyber Monday has just ended, which for Qliro's meant record listings regarding both the number of customers and transactions and transaction volume in Qliro's payment solutions. Qliro's transaction data during Black Week also show changes in consumer buying behaviour.**

Since the Black Week of 2019, more retailers have started using Qliro's e-commerce payment solutions and this, together with an underlying growth for Qliro's affiliated e-retailers, contributed to Black Week resulting in record prices for both the number of customers, volumes and the number of transactions in Qliro's payment solutions. In total, approximately 760,000 unique customers used Qliro's payment solution during the period 20-30 November, an increase of more than 50 percent compared with Black Week and Cyber Monday in 2019.

“Our transaction data shows that the trends we previously observed in 2020 and have been accelerated during Black Week. More and more consumers e-shop regularly and the largest relative increase takes place in the age category 70 - 80 years. It is also clear that consumers to a greater extent spread their purchases over all days of the week and at different times during the day ”comments Qliro's CEO Carolina Brandtman.

The vast majority of Qliro's affiliated retailers have seen a positive development compared to last year's Black Week, and this has been particularly noticeable among retailers in the beauty and interior design segments. A clear trend has been that more and more retailers have gone from a Black Friday focused campaign to a Black Week campaign. As a result, consumers also spread their purchases over a longer period and the Black Friday volume as a share of the total Black Week volume decreased, although Friday continued to be by far the most popular day to complete their purchases.

In addition to spreading their purchases over more days, consumers have spread their purchases over the days. The most popular hours to complete your purchases have continued to be between 19-23 and the most common is to complete your purchases between 21-22, but the statistics clearly show that an increasing proportion of transactions took place during the day.

Another clear trend in 2020 has been that more people in the older part of the population have discovered the benefits of e-commerce and become confident in making their purchases online, partly driven by the ongoing pandemic. During Black Week, the largest relative increase in trading volumes took place in the age groups 50-90 years and the largest increase was in the interval 70-80 years.

In its payment solution, Qliro offers a variety of payment methods, which includes Qliro's own payment services but also payment options via partners such as direct payment from account, card payments and payment via Paypal. The most popular payment method in Qliro's payment solution has, as before, been invoice payment, which enables consumers to get their goods home before they have to make the payment, the proportion of invoice payments has increased slightly compared to Black Week 2019. The second most used payment method has been card payments. decreased slightly compared to the previous year. The third most popular payment method is direct payment from an account, which has increased in popularity with consumers compared to the previous year. Overall, the proportion of payments with Qliro's payment methods has decreased slightly and the payment methods offered via partners have increased slightly compared with the corresponding period last year.

**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 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>

**Image Attachments**

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[Carolina Brandtman](#)

**Attachments**

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