

Qliro introduces Retursmart and strengthens its offering for e-retailers

Qliro chooses to use its platform and position between e-retailers and consumers to participate in and drive the development of sustainable e-commerce. Therefore, the service "Retursmart" is now launched in Qliro's app, a collaboration with Deedster, in order to increase awareness of sustainable consumption and thereby reduce the number of returns.

As an important link between e-retailers and consumers, Qliro wants to drive sustainable development of e-commerce. E-commerce has the potential to have less climate impact than physical commerce thanks to smarter and more efficient deliveries to customers. To realize this, focused work is required in a number of areas. As a first step, Qliro takes on something that is resource-intensive for both retailers and the climate - returns.

To reduce the number of returns, Qliro has started a collaboration with Deedster, a tech company that creates engaging digital challenges to get more people to act for the climate. Retursmart is the first product from the collaboration.

With the Retursmart service in Qliro's app, you as a customer get an individual insight into the number of return opportunities * that have been implemented since you became a customer of Qliro and what these have generated in carbon dioxide emissions. That functionality together with engaging and informative climate quizzes will provide consumers with knowledge and inspire sustainable consumption. The long-term goal is to help the customer reduce the number of returns through increased awareness.

“For Qliro, sustainability topics is important and an integral part of our strategy. Our position and platform between retailers and more than 2.3 million active consumers means that we have an excellent position to drive the development towards sustainable e-commerce. Through technology, data and the Retursmart service, we want to strengthen our customers in that they can help shape e-commerce into a more climate-smart alternative and at the same time increase awareness of the impact of returns on the environment with the long-term goal of reducing the number of returns”. - Carolina Brandtman, CEO Qliro

“We are so happy to, together with Qliro, raise awareness about sustainable e-commerce and drive norm change in the climate issue. With Retursmart, we hope to spread the interest and awareness of creating sustainable e-commerce. E-commerce is here to stay, therefore we must make it sustainable right now” Niclas Persson, CEO and co-founder Deedster

* A return opportunity focuses on the transport required for the return and thus generated an emission, whether there is one or more products in the returned package.

About Deedster

Deedster is a tech company that creates committed digital challenges to get more people to act for the climate. Based on the latest climate research, Deedster calculates individuals' climate impact based on their consumption and provides personal tips on how they can reduce their emissions. Deedster collaborates with IVL Swedish Environmental Institute, WWF and Sustainalytics and has since the start in 2016 engaged over 150 companies and thousands of private individuals in reducing their climate impact.

For further information, please contact:

Andreas Frid, Head of Investor Relations
Phone: +46705290800
E-mail: ir@qliro.com

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>

Image Attachments

[Deedster Press](#)
[Carolina Brandtman](#)

Attachments

[Qliro introduces Retursmart and strengthens its offering for e-retailers](#)