

Qliro expands into Finland – appoints Country Manager

Qliro today announces the appointment of Ted Kyander as Country Manager for Finland. In his new role, he will lead the company's expansion into the Finnish market. Kyander brings extensive experience in payment solutions for e-commerce and most recently served as Senior Commercial Manager at Klarna. He assumed his new position in January 2025.

"We are delighted to welcome Ted Kyander to Qliro. With his deep understanding of the Finnish e-commerce landscape and extensive network, he will be a key asset in our expansion into Finland – a move that increases our addressable market by approximately 50 per cent. Under Ted's leadership, we aim to replicate our successful launch in Norway and continue establishing Qliro as a leading European player in payment solutions," says Christoffer Rutgersson, CEO, Qliro.

Qliro has already enabled Nordic merchants to accept payments in Finland through its checkout solution, Pay Later products, and leading local payment methods. Today, approximately 7 percent of Qliro's total transaction volume is processed in Finland.

At the end of 2024, Qliro announced its expansion plans for the Finnish market, and the appointment of Ted Kyander marks the next phase in this initiative. To further strengthen its presence, Qliro is now recruiting a sales team to support local merchants in upgrading to Qliro's solutions. The full Finnish organisation is expected to be in place by Q2 2025.

"I am excited to lead Qliro's establishment in Finland. The company's strong focus on creating value in partnership with merchants while delivering a first-class consumer experience is a clear competitive advantage. In the Finnish market, where trust and long-term collaborations are essential, I see great opportunities for Qliro to make a real difference," says Ted Kyander, Country Manager Finland, Qliro.

The expansion is driven by Qliro's enhanced offering, including new launches such as Qliro Checkout 0.0, Composable Payouts, Qliro Instore, Qliro Loyalty Driver, and an improved consumer app – all designed to maximise sales, customer loyalty, and the shopping experience.

For further information, please contact:

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About Qliro AB

Qliro is a leading fintech company offering safe and simple digital payment solutions, including a complete check-out to e-merchants. Qliro is a credit market company under supervision of the Swedish Financial Supervisory Authority and has its registered address in Stockholm. Qliro's shares are listed on Nasdaq Stockholm under the ticker "Qliro".

For more information, please visit <https://www.qliro.com/en-se/investor-relations>

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Image Attachments

[Ted Kyander Country Manager Finland Qliro](#)

Attachments

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