

# Qliro becomes exclusive payment partner for Nelly Group in the Nordics

**Qliro AB ("Qliro" or the "Company") has today signed an extended agreement with the e-commerce group Nelly Group AB ("Nelly"), meaning that the Company, in addition to the current agreement on Pay Later volumes throughout the Nordic region, will also process Nelly's volumes within Pay Now. The additional Pay Now volumes are expected to amount to approximately SEK 500 million per year. The extended agreement has been made feasible by the launch of the Company's Collecting PSP service Unified Payments and makes Qliro exclusive payment provider to Nelly Group in the Nordic region. This agreement signifies a noteworthy milestone aligned with the company's strategy for expansion within Payment Solutions expansion, further solidifying Qliro's position as a leading provider of payment solutions for e-merchants.**

After several years of successful partnership, Qliro and Nelly have today chosen to further strengthen their collaboration. Under the current agreement, Qliro provides Nelly with Pay Later services throughout the Nordic region. As of February 1, 2024, Nelly will benefit from Qliro's launch of the Collecting-PSP service Unified Payments to process Pay Now volumes. In addition, Nelly will launch Qliro's Checkout 2.0 in all Nordic markets.

"We are very pleased to see that our strategic initiative with the launch of the Unified Payments service is quickly generating business of significant commercial value. The collaboration between Qliro and Nelly has been characterized by joint growth, technological innovation and a shared commitment to delivering an outstanding customer experience. We are naturally delighted and proud of the increased confidence and look forward to continuing to support Nelly in its growth journey," says Christoffer RutgerSSon, CEO of Qliro.

"We believe that a seamless checkout solution is important for our customers. We look forward to continuing our collaboration with Qliro, where we will focus on continuously increasing both customer satisfaction and loyalty, and thus conversion. We continue to drive Nelly's transformation journey and we are pleased to have Qliro as an important partner in this transformation," says Helena Karlinder-Östlundh, CEO, Nelly Group AB.

Qliro was founded in 2014 by the e-commerce group CDON under the motto "by e-merchants, for e-merchants". The primary goal was to develop the market's best payment solution for the Group's e-merchants, including Nelly, which at the time was one of the subsidiaries of CDON. Since the split of the group, Nelly has continued to account for a large share of Qliro's total payments volume. Although the share has decreased as the company has entered into agreements with new merchants, Nelly still represents a significant part of the company's total payment volumes and revenues.

## About Nelly Group

Nelly Group operates nelly.com which is one of the Nordic region's strongest fashion brands for young women and nlyman.com. The core is the own brand in combination with digital sales directly to our target group. Nelly has created a strong commitment through a high degree of fashion and digital marketing. The company has 1 million customers and sales of SEK 1.1 billion per year. The group was previously called Qliro Group. Nelly Groups is listed on Nasdaq Stockholm in the small-cap segment with the ticker "NELLY".

**For further information, please contact:**

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**About Qliro AB**

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

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

Interested in news and financial information from Qliro? Subscribe [here](#).

This information is information that Qliro AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2023-12-18 18:44 CET.

**Attachments**

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