

## Qliro has signed 100 SME agreements in 2025

**Qliro AB (publ) (“Qliro”) today announces that the company has signed agreements with 100 SME merchants so far in 2025. This milestone marks a significant step in Qliro’s strategic efforts to strengthen its position as a leading payment partner for small and medium-sized merchants in the Nordics.**

“We are pleased that over 100 new SME merchants have chosen to upgrade to Qliro. Compared to 2024, when we reached the same milestone in five months, we have now significantly accelerated the growth rate of new merchants. This development is driven by our mission to create a world-class experience for merchants and their customers,” says Christoffer Rutgersson, CEO, Qliro.

Several factors are contributing to this rapid growth, with the launch of Qliro Checkout 0.0 playing a key role. The new checkout solution has improved conversion rates and directly contributed to increased sales for affiliated merchants.

In autumn 2024, new merchants were offered conversion tests comparing their existing solution with Qliro Checkout 0.0. Despite a 200 percent increase in the number of merchants during 2024, Qliro Checkout 0.0 won every performance test.

Qliro also offers more payment methods within its Unified Payments solution than any other local competitor, making it an attractive choice for merchants looking to upgrade to a more modern and flexible payment solution. In 2024, the range of payment methods within Unified Payments was further expanded, including the launch of Apple Pay.

To enhance the customer experience and strengthen merchant loyalty, Qliro has further developed its payment journey. The focus is on ensuring a seamless purchasing experience where customers naturally return to the merchant’s store, increasing repeat purchases.

To meet growing demand, Qliro continues to streamline and automate the onboarding process, further improving scalability and enabling faster merchant integration.

With a clear expansion strategy in the Nordics and a competitive product offering, Qliro is well positioned for continued growth across both SME and enterprise segments.

**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 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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## Attachments

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