

# The fast-growing baby company Twistshake changes payment partner to Qliro

**Qliro enters into a partnership with the expansive company Twistshake, which wants to shake up the market for baby products. The partnership covers Twistshake's e-commerce business in Sweden, Finland and Denmark and will begin in the second half of 2021.**

The fast-growing company Twistshake offers innovative, practical and aesthetically pleasing baby products with the goal of simplifying everyday life for parents of young children. Popular product categories are baby bottles, prams and bath articles. Twistshake's total turnover in 2020 amounted to approximately SEK 235 million, with e-commerce accounting for approximately SEK 140 million. The goal for 2021 is to increase sales to SEK 500 million.

Now Twistshake chooses Qliro as its payment partner. The partnership means that Twistshake's customers are given the opportunity to use Qliro's payment products, such as the popular invoice product or partial payment through Qliro's checkout solution. -

“Qliro is just the right payment partner for us who can support us on our continued growth journey. We look forward to a close collaboration and to being able to implement their flexible, stable and modern checkout solution to our customers”, comments Camillo Eriksson, CEO of Twistshake.

“We are happy to welcome Twistshake to us. Twistshake is an entrepreneurial company under strong growth in a new segment for us. We look forward to a close partnership and to supporting their continued development”, comments Johnny Sällberg, CCO at Qliro.

## About Twistshake

Twistshake was founded in 2014 in Västerås by Vienar Roaks and Camillo Eriksson, who together developed a self-developed baby bottle with a colorful design. Since then, the range has been expanded to also include other baby products such as pacifiers, pipe cups, thermoses and prams that are sold under the own brand. Twistshake's products are available in over 70 markets.

## For further information, please contact:

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Andreas Frid, Head of Investor Relations  
Phone: +46705290800  
E-mail: [ir@qliro.com](mailto:ir@qliro.com)

## 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 inception 2014, Qliro has grown quickly and in the last year 2.5 million customers have used Qliros services and business volumes with Qliros payment products exceeded SEK 6.2 billion. The largest owners are Rite Ventures with 26% ownership and Mandatum Private Equity (Sampo owned company) with 10 % 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 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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[Bild Johnny](#)

[Qliro Logo RGB](#)

[Veinar Och Camillo Twistshake](#)

[Twistshake](#)

## Attachments

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