

Qliro and Centra enter into larger partnership

Qliro enters into a partnership with the market-leading e-commerce platform Centra with a focus on strong consumer brands. The first joint retailer to use Qliro at Centra is Stronger and the ambition is for more retailers to be integrated during the first half of 2022.

Centra offers an e-commerce platform for e-commerce aimed at strong brands, primarily in fashion and lifestyle. Centra is now entering into a larger partnership with Qliro as one of the few selected integration partners for the Nordic market. The partnership means that Centra's retailers now have the opportunity to choose Qliro's secure and consumer-friendly payment solutions through a tailored integration module. Centra's merchants and their customers will be offered a first-class service experience.

“Centra has an interesting position in the market with a strong focus on strong brands that drive modern e-commerce. At Qliro, we are used to providing payment solutions and service to e-retailers at the forefront with strong brands such as Nelly, Lyko, Inet, CAIA and Stronger. A partnership with Centra is therefore a perfect strategic match for us. We are very happy to start the collaboration and look forward to growing our business together.” - Johnny Sällberg, Chief Commercial Officer Qliro.

“There is a strong demand among our retailers for a payment partner like Qliro which is easy to work with and which delivers good products, technology and service. We are careful to only work with a few really good partners in each region to be able to offer the best possible solution to our dealers and see Qliro as a strong choice in the Nordic market. Our traders have come a long way in their global thinking and know the importance of working with the best players in each market. In addition to a good product and solution, we are impressed by Qliro's dedicated work with the integration of Stronger and we look forward to more strong brands being able to work with us and Qliro in the future.” - Martin Jensen, co-founder and CEO of Centra.

The first merchant to integrate with Qliro through Centra was Stronger, which went live earlier this year. Agreements have been signed with a couple of other retailers, where the integration is expected to take place during the first half of 2022, including the fast-growing baby product company Twistshake.

About Centra

Centra is a headless e-commerce platform for the next generation of brands with global ambitions. Centra's technology enables the creation of powerful e-commerce experiences that drive sales - without any limitations in either design or technology. Centra is used to sell both direct-to-consumer and Direct-to-Retail to retailers, and is the core of some of the market's fastest growing brands, e.g. Eton, Craft Sportswear, Ideal of Sweden, Stronger, Maya Delorez and Nudient. Centra was founded in 2016 and is today a fast-growing company with offices in Stockholm, Sweden, Wroclaw, Poland and New York, USA.

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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 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 7 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

[Johnny Sällberg, CCO Qliro](#)

[Qliro Logo RGB](#)

[Centra Black](#)

[Martin Jensen, Founder And CEO Centra](#)

Attachments

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