

Qliro continues to promote sustainable consumption – 2 million Swedes can now measure their climate impact

Qliro is now taking the next step in using its platform and position between e-merchants and consumers to help encourage sustainable consumption. A service called “Lifestyle Profile” is being launched in Qliro’s app where users can see their personal carbon footprint. The purpose of the service is to increase awareness about sustainable consumption.

Through a close collaboration with the tech company Deedster, Qliro is now taking the next step in its commitment to sustainability. Earlier this year, a service called “Retursmart” was launched to reduce the number of e-commerce returns, and now the service “Lifestyle Profile” is being added to Qliro’s app.

“E-commerce is the new normal, and so is sustainability,” says Carolina Brandtman, CEO of Qliro. “We will always consume, so the question is how we can do it more sustainably. We have noticed that this engages our customers. Qliro is an important link between e-merchants and consumers through payments, so we decided to use our position and platform to develop products and services that help people to understand how they consume today, but even most importantly how they can act more sustainably.”

With “Lifestyle Profile”, Qliro’s app users answer lifestyle-related questions and then link to their actual bank transactions to learn the carbon emissions from each purchase and transaction. In this way, they gain insight on how their lifestyle and consumption habits affect the climate. In the next step, the user receives personalized tips on climate-smart actions to inspire them to make more sustainable choices.

The long-term goal, through increased awareness, is to help customers reduce their carbon emissions.

“We want to make it easy to take climate action. We currently work with several of the main suppliers of global climate data to determine carbon emissions per purchase. Our tech solution generates personalized suggestions to concretely show the user how they can reduce their climate impact,” says Monika Martinsson, co-founder of Deedster.

About Deedster

Deedster is a tech company that creates engaging digital challenges to get more people to take climate action. Based on the latest climate research, Deedster calculates the impact of each individual’s consumption and gives personalized suggestions how they can reduce their footprint. Deedster collaborates with IVL Swedish Environmental Research Institute, WWF and Sustainalytics, and since the start in 2016 has engaged over 150 companies and thousands of people to reduce their climate impact.

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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 6.2 billion. The largest owners are Rite Ventures with 25.8% ownership and Mandatum Life (Sampo owned company) with 9.8 % 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

[Livsstilsprofilen](#)

[Carolina Brandtman, VD Qliro](#)

[Monika Martinsson, Medgrundare Deedster](#)

Attachments

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