

Qliro becomes new payment partner to Proteinbolaget

Qliro has today signed an agreement with Proteinbolaget, one of Sweden's leading e-merchant in health and fitness products. The agreement relates to the use of Qliro's checkout solution and is part of the larger merchants ("Enterprise") segment. Proteinbolaget is expected to go live on Qliro's platform during the second half of 2023. The deal strengthens Qliro's position as a leading provider of payment solutions for fast-growing e-merchants.

"We are excited that an increasing number of e-merchants appreciate our commitment to supporting them on their growth journey. Through Qliro's checkout solution, Proteinbolaget can take advantage of key features to optimize conversion, drive upsell, and build loyal, recurring customer relationships. We are proud to become Proteinbolaget's new payment partner and look forward to supporting them going forward," says Christoffer Rutgersson, CEO of Qliro.

"With Qliro, we get a proactive payment partner that helps us with conversion-enhancing functionality, which is an important part of our profitable growth strategy towards the goal of half a billion in sales in 2025. We aim to build the Nordic region's most appreciated destination for fitness and health and are pleased to offer Qliro to our customers," says Mårten Åkeson, CEO and founder, Proteinbolaget.

In 2022, Qliro launched a new strategy with a stronger focus on becoming the payment partner of choice for fast-growing small and medium-sized (SME) and large (enterprise) e-merchants. Since then, the company has launched several new features for improved conversion in the company's checkout solution, such as pre-scoring, optimisation of card payments, and the option to save an account with Trustly Express.

About Proteinbolaget

Proteinbolaget is one of Sweden's leading online stores for dietary supplements, health supplements, workout clothing, and training accessories. The company offers a wide range of health products, clothing, and equipment from many different leading brands. In 2022, Proteinbolaget had a turnover of approximately SEK 230 million.

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About Qliro AB

Qliro, founded in 2014, is a fast-growing tech company offering safe and simple digital payment solutions, including a complete check-out to large, small, and medium-sized e-retailers and their customers globally. Qliro also offer digital financial services to consumers in the Nordics. In total, 5.6 million unique consumers have used Qliro's checkout at the company's merchants during the last twelve months.

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>

Attachments

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