

Stronger aim for billion turnover and switch payment partner to Qliro

Qliro continues to gain ground in the Nordic e-commerce market and successfully enter into new partnerships with major retailers. The latest addition will be Stronger, which is one of Sweden's fastest growing e-retailers for training clothes for women. The partnership is expected to begin during the second half of the year and, in addition to Sweden, also includes Stronger's operations in Norway, Finland and Denmark.

Stronger is one of Sweden's hottest e-retailers with its colorful and inspiring training clothes for women. With a strong presence in social media, close dialogue with its customers and collaborations with influencers, the company has grown at rocket speed since the start in 2013. Stronger has sales in 130 countries and sales reached SEK 308 million in 2020. Stronger has a strong focus on sustainability and currently more than 50 percent of the material in Stronger's products is made from recycled fibers, but the goal is to reach 70 percent before the end of the year.

The growth targets are high, already in 2022 Stronger has the ambition to reach the billion mark in sales. As part of this growth journey, Stronger has chosen Qliro as its paymentpartner. The partnership means that Stronger's customers are easily given the opportunity to pay in the way that suits them and gain access to Qliro's popular payment products such as invoices or part-payments.

- We are facing the next step in our growth journey where we want to work with the best players in each market in which we operate. In the Nordic market, we have made a comprehensive comparison of different payment solutions and come to the conclusion that Qliro is the best choice for us. We look forward to implementing Qliro's flexible and innovative checkout and a close partnership! - Juri Gendelman, co-founder of Stronger.

- We are very happy to welcome another strong e-retailer like Stronger to Qliro! We are impressed by the journey they made, the strong position they have achieved in their segment and we look forward to being part of and supporting their future growth. Our modern checkout solution, the close partnership and the improvements we have made for consumers in our digital channels in the Nordic region, with the new app and the web, pave the way for a strong collaboration between us and Stronger. - Johnny Sällberg, CCO at Qliro.

Over the past year, Qliro has entered into partnerships with other major retailers, such as Biltema, Inet and CAIA Cosmetics.

About Stronger: STRONGER is a fast-growing e-commerce company that offers stylish training clothes for women. In addition, they have expanded their range and today also offer loungewear, beachwear and practical training accessories. Their goal is to inspire all women to live a more active life and become stronger from the inside out. Since the start in 2013, they have grown to a team of just over 50 people, which is a number that continues to rise in step with the company's progress. At present, STRONGER focuses on global expansion while having a clear sustainability goal. For more information see <https://www.strongerlabel.com>.

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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

[Johnny Sällberg, CCO Qliro](#)
[Juri Gendelman Stronger](#)
[Stronger Logga](#)
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Attachments

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