

Qliro has signed agreements with more than 100 merchants in 2024

Qliro announced today that the company has signed agreements with more than 100 new merchants so far in 2024, mainly in the SME segment. This marks an important milestone in Qliro's strategy to expand within SME and new sectors, strengthening the company's position as the leading payment partner in the Nordics.

"Qliro's vision is to create a world-class experience for merchants and their customers. Our updated strategy focuses on increasing conversion, driving upselling and improving the customer experience. The fact that we have now signed more than 100 new agreements so far this year is clear confirmation that we are on track to achieve our goal of building a European leader in payment solutions with global reach. We look forward to welcoming all new merchants to Qliro," says Christoffer Rutgersson, CEO of Qliro.

The milestone of surpassing more than 100 new agreements is a result of the company's updated strategy, which focuses on Payment Solutions, enhanced product offerings, and increased acceleration within the SME segment. The new merchants represent a wide range of industries and sectors, contributing to a more diversified portfolio.

In addition to the new SME merchants, Qliro has also signed agreements with several new enterprise merchants in 2024. In January, Qliro announced a new agreement with Skruvat Reservdelar and Bythjul Norden, which is Qliro's largest agreement to date with a total annual payment volume of more than SEK 1 billion. Framework agreements have also been signed with the international e-commerce player Make Webö as well as iPiccolo, with webshops such as The Shirt Factory and InkClub.

The expected increase in payment volume from new merchants that have signed agreements with Qliro in 2024, but have not yet been onboarded, is estimated at approximately 15 percent. This was as previously communicated in the company's Q1 2024 interim report.

Since the launch of the updated strategy in 2022, Qliro has improved its product offering with the Unified Payments service, which consolidates all relevant payment methods and simplifies administration for merchants.

Qliro has also entered into a number of new partnerships, enabling a wide range of integrations that contribute to the success of e-retailers. Examples include the delivery platform Ingrid, the e-commerce platform Norce, the e-commerce accelerator Avensia Excite, the integration platform Junipeer with connection to Fortnox and Specter and the in-store checkout system Sitoo.

Qliro has also tripled its sales capacity and created a new Merchant Success team to improve merchant support and speed up the onboarding process for new customers.

For further information, please contact:

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About Qliro AB

Qliro is a leading fintech company offering safe and simple digital payment solutions, including a complete check-out solution to e-merchants. The company also provides digital financial services to consumers in the Nordic region. Qliro is a credit market company under supervision of the Swedish Financial Supervisory Authority and has its registered address in Stockholm. Qliro's shares is listed on Nasdaq Stockholm under the ticker "Qliro".

For more information, please visit <https://www.qliro.com/en/investor-relations>

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