

Qliro signs several new merchants

Qliro today announces that the company has signed agreements with several new merchants during the second quarter of 2024, which together are expected to process a total annual payments volume of more than SEK 500 million. The majority of the new merchants are expected to go live with Qliro's new checkout in the second half of 2024.

"Qliro's vision is to create a world-class experience for e-merchants and their customers. Welcoming more merchants on top of the 100 previously announced agreements shows our continued positive momentum in payment solutions", says Christoffer Rutgersson, CEO, Qliro.

In 2024, Qliro continued to strengthen its position as the leading payment partner in the Nordic region. On 23 May 2024, it was announced that the company had signed agreements with more than 100 new e-merchants in 2024.

Since then, Qliro has signed agreements with additional merchants in both the enterprise and SME segments. In total, the new merchants are expected to process more than SEK 500 million in annual payments volume within Unified Payments.

The new merchants include Pen Store Sthlm AB, which operates the popular e-commerce site for artists' materials penstore.se, and the fashion company c'est normal, founded by entrepreneurs Janni Delér and Jon Olsson. c'est normal's cap table also includes Fashion Tech Group, run by e-commerce professionals Björn Pålman Spenger and Christian Gossens.

"We look forward to starting to work with Qliro. This is part of our broad focus on the customer journey with the aim of increasing upselling as well as improving repurchase frequency and conversion", says Jacob Bergström, founder and CEO, Pen Store.

"We are looking forward to working with Qliro to improve our customer experience and conversion. We never compromise on quality and focus on sustainability by creating products that last. This partnership reinforces our promise to always deliver the best for our customers", said Warner Nickerson, CEO, c'est normal.

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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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