

## Qliro launches new checkout with SEK 1 million conversion guarantee for new enterprise merchants

**Qliro today proudly presents its new checkout: Qliro Checkout 0.0. The new checkout is designed to maximise conversion, increase order value and strengthen customer loyalty. With Qliro Checkout 0.0, merchants get a payment solution that is designed to deliver the best results in the market. The first merchants have already gone live and more will be onboarded gradually starting today.**

“Qliro's vision is to become a leading European player in payment solutions with global reach. Our new checkout, Qliro Checkout 0.0, sets a new standard in the industry and plays a central role in our long-term growth strategy. Qliro 0.0 has already proven to be a great success, significantly increasing conversion rates for the merchants already onboarded. The clear improvement confirms Qliro Checkout 0.0's ability to deliver best-in-class results and underline our commitment to providing a world-leading experience for both merchants and their customers,” says Christoffer Rutgersson, CEO, Qliro.

The new checkout combines an improved user experience with major technical updates and new functionality and payment methods. Qliro Checkout 0.0 is designed to help merchants increase sales through improved conversion, increase average order value through innovative upselling at checkout, and increase customer loyalty through positive interactions throughout the purchase journey.

As part of the launch, Qliro is offering a time-limited conversion guarantee to new merchants who process more than SEK 10 million per month (and meet the other conditions set out in the campaign), reflecting the company's strong belief in the new product. If these merchants do not achieve increased conversion during the campaign period, Qliro will compensate them with a reward of SEK 1 million. For more information and full terms and conditions, please visit the Qliro website: <https://content.qliro.com/checkout/challenge/>

Several connected merchants, including Bangerhead, CDON and NordicFeel Group, have already implemented Qliro Checkout 0.0 and have seen significant improvements in their conversion in a short period of time.

“Through Qliro's conversion-enhancing measures, such as pre-scoring and popular payment methods, Bangerhead's conversion rate has increased by 4.51 per cent”, says Marc Palmefjord, CEO, Bangerhead.

“The fact that Qliro is constantly at the forefront when it comes to developing its payment solution is one of the main reasons why we are so pleased with our cooperation,” says Fredrik Nordberg, CEO, CDON.

“We have a great partnership with Qliro and are developing the product together with a focus on the customer journey. With Qliro's latest checkout, we have increased conversion strongly. In addition to seeing positive results on our bottom line, it's very reassuring and relatively rare to have an agile checkout provider that acts more like a partner than a supplier,” says Björn Idrén, Chief Commercial Officer, NordicFeel Group.

To fulfil its purpose, the checkout has been rebuilt from the ground up. Qliro Checkout 0.0 is based on Composable Payments, a state-of-the-art technology that allows merchants to customise their checkout solution by integrating modules and services from leading e-commerce providers, such as the shipping platform Ingrid.

The new checkout has also been enhanced with a simplified and more secure customer identification process, as well as an optimised presentation of relevant payment options for the end consumer. Qliro Checkout 0.0 also supports Apple Pay, in addition to other leading Nordic payment methods such as Swish, Vipps, MobilePay, iDeal, and PayPal.

In addition, extensive work has been done to ensure faster loading times and improved performance, creating a robust and scalable solution that can support the growth of both merchants and Qliro.

Read more about Qliro Checkout 0.0 (in Swedish) here: <https://www.qliro.com/sv-se/foretag/checkout>

**For further information, please contact:**

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**About Qliro AB**

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

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

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**Attachments**

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