

# Qliro appoints Jens Koldenhof Rygg as Country Manager in Norway

**Qliro today announces that the company has recruited Jens Koldenhof Rygg as Country Manager in Norway. Jens, who has previously held several senior positions at Klarna, most recently served as Country Manager at Avarda. He commenced his new position on 1 August 2024.**

For several years, Qliro has offered Nordic merchants the opportunity to accept payments in Norway through the company's own checkout, Pay Later products and leading local payment methods. Today, Qliro processes around 20 per cent of its total payment volume in Norway.

The offering in the country is strengthened by the launch of Qliro Checkout 0.0, developed to increase merchant conversion. The new checkout also offers improved functionality and new payment methods, such as Apple Pay.

In early 2024, Qliro announced its plans for a major expansion in the Norwegian market. As part of this strategy, Jens Koldenhof Rygg has been appointed Country Manager Norway. In addition to Jens, a number of new salespeople have been recruited to strengthen the company's efforts and drive growth in the Norwegian market.

Jens has over ten years of experience in payment solutions and e-commerce. His most recent role was as Country Manager for Avarda in Norway, where he successfully led the company's entry into the Norwegian market.

Prior to Avarda, Jens spent almost four years at Klarna. In his role as Senior Commercial Manager, Jens was responsible for a commercial team that managed relationships with Klarna's largest merchants in Norway.

In addition to his professional achievements, Jens is also well known in the Norwegian e-commerce industry through his many years as a jury member in Bring's annual and prestigious e-commerce competition 'Nettbutikk Årets'.

“It is with great enthusiasm that we welcome Jens Koldenhof Rygg to Qliro. Jens’ extensive experience and proven leadership skills are important for our continued expansion in the Norwegian market. With Jens as part of Qliro, we are now taking an important step forward in our ambition to build a leading player in payment solutions in Europe with global reach”, says Christoffer Rutgersson, CEO, Qliro.

“I look forward to using my experience to strengthen Qliro's presence in Norway. I am convinced that the company's clear commitment to creating a world-leading experience for merchants and their customer journey is just right as we now really establish Qliro in the Norwegian market”, says Jens Kondelhof Rygg, Country Manager Norway, Qliro.

**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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## Image Attachments

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[Jens Koldenhof Rygg](#)

## Attachments

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