

## Jan Wallsin new CEO of Nelly

Press release, Stockholm, 16 December 2016

**Qliro Group AB (publ) has recruited Jan Wallsin as new CEO of the subsidiary Nelly. Jan assumes his new position on 1 July 2017 at the latest. He most recently comes from the role as Digital and Online development manager for H&M New Business Group and prior to that held the position of COO and Head of H&M Online Expansion.**

Jan Wallsin has extensive experience from e-commerce within consumer goods and has had a central role in H&M's online establishment. He most recently comes from the role as Digital and Online development manager for H&M New Business Group and prior to that held the position of COO and Head of H&M Online Expansion. He has previously been Market and Area Manager for the Swedish Postal Service (Poståkeriet Sverige) and an officer within the Swedish Armed Forces. Jan has a degree in business from IHM Business School.

"We are very happy to have been able to recruit Jan Wallsin as new CEO of Nelly after an extensive and thorough process. Jan's leadership skills and his considerable experience of profitable growth within e-commerce are well suited to Nelly's continued development", comments Marcus Lindqvist, CEO of Qliro Group.

**For further information, please visit [www.qlirogroup.com](http://www.qlirogroup.com), or contact:**

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*Questions from media, investors and research analysts:*

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### **About Qliro Group**

Qliro Group is a leading e-commerce group in the Nordic region. Since the start in 1999, the Group has expanded and broadened its product portfolio and is now a leading e-commerce player in consumer goods and lifestyle products through CDON.com, Lekmer, Nelly (Nelly.com, NLYman.com, Members.com) and Gymgrossisten (Gymgrossisten.com/Gymsector.com, Bodystore.com, Milebreaker.com and Fitness Market Nordic). The group also comprises the payment and consumer financing solution Qliro. In 2015, the group generated over 4.4 billion SEK in revenue. Qliro Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "QLRO".