

Qliro strengthens consumer offering and introduces savings accounts with deposit insurance in Sweden

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Qliro Group's subsidiary, Qliro AB expands its consumer offering by launching savings accounts with state-provided deposit insurance in Sweden. The introduction of savings accounts follows previous consumer product launches, such as Qliro Click and the Qliro App, both of which simplify the online purchase experience.

"Qliro was founded to ease e-commerce payments. Today we have more than two million customers paying with our solution. Now Qliro broadens its consumer finance offering with mobile friendly and secure savings accounts. The introduction of savings accounts will also act as an alternative source of funding for Qliro," says Marcus Lindqvist, CEO of Qliro Group.

Qliro's savings account offering has been developed for customers who seek a safe and user-friendly solution for flexible savings. The service is completely digital, which allows customers to open a savings account in less than two minutes, using their Swedish BankID. The deposit insurance from the Swedish National Debt Office (Riksgälden) covers savings amounts up to SEK 950,000.

Prior to launching its savings account, Qliro released Qliro Click and the Qliro App earlier in 2017. Through Qliro Click, users can manage and pay all their purchases on Qliro.com, without having to fill in payment details for each transaction. The Qliro App provides functions aimed at ease-of-use and increased control, such as push notifications to remind users when it's time to pay.

In March, 2017 Qliro AB became a credit market company under the supervision of the Swedish financial supervisory authority, Finansinspektionen. This gives the possibility to launch new financial services for both merchants and consumers. Qliro AB is a subsidiary of Qliro Group and is reported under the segment Qliro Financial Services.

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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 and Fitness Market Nordic). The group also comprises the payment and

consumer financing solution Qliro. In 2016, the group generated 4.5 billion SEK in revenue. Qliro Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "QLRO".