Qliro Group is contemplating a potential bond issue

Press release, Stockholm, 15 May 2017

Qliro Group AB (publ) "Qliro Group" is contemplating a potential bond issue. Qliro Group evaluates the possibility to diversify its financing by turning to the Nordic corporate bond market as a potential financing source. The issue proceeds from a potential bond issue will be used for general corporate purposes, mainly in Qliro Financial Services, where Qliro Group sees significant potential for value creation.

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.

Qliro Group has mandated ABG Sundal Collier as financial advisor and sole bookrunner to evaluate the potential issuance of a corporate bond.

This information is information that Qliro Group AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, at 8:45 am on 15 May 2017.

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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 Qliro 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), Gymgrossisten (Gymgrossisten.com/Gymsector.com, Bodystore.com). The group also comprises the payment solution Qliro. In 2016, the group generated SEK 4.5 billion in revenues. Qliro Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "QLRO".