

Kristoffer Väliharju appointed CEO of CDON

Press release, Stockholm, September 13, 2018

Qliro Group has appointed Kristoffer Väliharju as CEO of CDON AB. Since June 2017, Kristoffer has been Chief Operating Officer and member of the CDON Executive Team. He has previous experience of leadership positions at Dustin and Dell. After three years, the current CEO Magnus Fredin has chosen to leave the company for a new role outside the Group.

"Kristoffer Väliharju has deep and wide experiences in retail and is well suited to drive the next phase of CDON's transformation. Magnus Fredin has successfully positioned CDON as a marketplace and I want to take this opportunity to thank Magnus for his three years at Qliro Group," says Marcus Lindqvist, President and CEO of Qliro Group.

Kristoffer joined as Chief Operating Officer and member of the CDON Executive Team in June 2017. Kristoffer has long experience in retail, most previously three years at Dustin, including sales manager for small and medium-sized companies in the Nordic region, and prior to that ten years at Dell, including Sales Manager Distribution in the Nordic region. Kristoffer takes over as CEO of CDON in September.

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About Qliro Group

Qliro Group is a leading Nordic e-commerce group in consumer goods and related financial services. Qliro Group operates the leading Nordic marketplace CDON.COM, the online fashion brand Nelly.com and Qliro Financial Services that offers financial services to merchants and consumers. In 2017, the Group had sales of SEK 3.4 billion. Qliro Group's shares are listed on the Nasdaq Stockholm Mid-Cap segment under the ticker symbol QLRO.