

## Nelly's board to be strengthened

Press release, Stockholm, November 13, 2018

**Nelly's (NLY Scandinavia AB's) board will be strengthened with Maj-La Pizzeli and Louise Nylén who possess long experience of fashion and digital marketing.**

"We are now strengthening the board as a step in the process to run Nelly as an independent company. Since this summer, Qliro Group is evaluating a listing or a divestment of Nelly. Nelly is one of the Nordic region's strongest fashion brands online," said Marcus Lindqvist, President and CEO of Qliro Group.

Louise Nylén is Deputy CEO of LeoVegas and was previously Chief Marketing Officer. In her roles at LeoVegas, she has among other things built a fast-growing and efficient marketing and customer acquisition organization. She has previous experience of design and production from her time at OSM Group, a global supplier of accessories to mobiles and etcetera. She started her career at Bain and Company. Louise holds a Master of Business Administration from the Stockholm School of Economics.

Maj-La Pizzeli is co-founder of ATP Atelier, founder of HOW Fashion Industry AB and board member of Stutterheim Raincoats and Association of Swedish Fashion Brands. She was previously Product Director at Filippa K for 13 years and she has also been working for RnB and Axstores. Maj-La has studied at the textile institute in Borås.

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

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### About Qliro Group

Qliro Group is a leading Nordic e-commerce group in consumer goods, lifestyle products 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.