

Niklas Jarl appointed CEO of Lekmer

Press release, Stockholm, 4 December 2015

Qliro Group AB (publ) today announced that Niklas Jarl has been appointed CEO of the subsidiary Lekmer. Niklas assumes his new role with immediate effect and succeeds Fredrik Palm who at his own request has resigned in order to take on new challenges.

Niklas Jarl is one of the founders of Lekmer and has since 2006 been part of the company's management team. As a founder, Niklas has held several positions within Lekmer and most recently comes from the role of Head of Sales and Marketing at Lekmer. Fredrik Palm has at his own request resigned in order to take on new challenges. He will remain within the Group during a transitional period.

Paul Fischbein, President and CEO of Qliro Group, comments: "We are very pleased to appoint Niklas as CEO of Lekmer. Niklas and the other Lekmer founders, Patric Palmejord and Johan Englund, have together with Fredrik Palm built Lekmer into the leading Nordic internet store for families with children. I am convinced that Niklas, together with the other founders and the rest of the Lekmer team, will lead the continued development of Lekmer in a very good way. I would also like to take the opportunity to thank Fredrik Palm for his four years at Lekmer and Qliro Group. With Fredrik as CEO, Lekmer has shown fantastic development and we wish him the best of luck when he now has decided to take on new challenges."

The information in this announcement is such that Qliro Group AB (publ) is required to disclose under the Swedish Securities Markets Act and/or the Financial Instruments Trading Act. This information was released for publication at 08:00 CET on 4 December 2015.

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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), Gymgrossisten (Gymgrossisten.com/Gymsector.com, Bodystore.com, Milebreaker.com) and Tretti. The group also comprises the payment solution Qliro. In 2014, the group generated five billion SEK in revenue. Qliro Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "QLRO".