

The sale of Tretti completed

Press release, Stockholm, 31 August 2016

Qliro Group AB (publ) today announced that the company has completed the sale of the subsidiary Tretti to WhiteAway after approval from the Swedish Competition Authority.

On 15 June 2016, Qliro Group announced that the company had entered into an agreement to sell the subsidiary Tretti AB to WhiteAway. The total consideration amounts to SEK 250 million in cash for all shares in Tretti AB and the wholly owned subsidiary Tretti Danmark ApS and corresponds to an enterprise value of approximately SEK 180 million before transaction costs. The transaction has now been completed after approval from the Swedish Competition Authority.

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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, Milebreaker.com and Fitness Market Nordic). The group also comprises the payment and consumer financing solution Qliro. In 2015, the group generated over 4.4 billion SEK in revenue. Qliro Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "QLRO".