

Oscar Tjärnberg appointed CEO of Lekmer

Press release, Stockholm, 20 December 2016

Qliro Group AB (publ) today announces that Oscar Tjärnberg has been appointed new CEO of the subsidiary Lekmer. Oscar assumes his new position with immediate effect and succeeds Niklas Jarl who will remain with the company during a transitional period. Oscar has extensive experience of e-commerce and B2C within consumer goods. He most recently comes from the role as CCO of Lekmer. Prior to this, he has held several senior positions, including deputy CEO of inkClub, Head of Online for Telenor Sweden as well as CEO of Vincent Shoe Store.

“Lekmer has suffered from operational challenges linked to its warehouse operations during the year, which has led to high fulfilment costs. The company has therefore launched initiatives during the year focusing on increased efficiency. However, the efforts have not provided the desired effect and need to be further intensified. We are therefore pleased to be able to now appoint Oscar Tjärnberg as new CEO of Lekmer. Oscar’s significant experience of logistics, change management and business development within e-commerce is well suited to Lekmer’s future development and current focus”, comments Marcus Lindqvist, CEO of Qliro Group.

Oscar Tjärnberg has extensive experience of e-commerce and B2C within consumer goods. He most recently comes from the role as CCO of Lekmer. Prior to this, he has held several senior positions, including deputy CEO of inkClub, Head of Online for Telenor Sweden, business developer at Footway, CEO of Vincent Shoe Store as well as Sales Manager and COO of LensWay. Oscar holds a master’s degree in Industrial and Management Engineering from Luleå University of Technology.

“I would also like to thank Niklas Jarl for his contributions to Qliro Group. Niklas was one of the founders of Lekmer and has had a very important role in the development of the company during the last ten years. I look forward to continuing to cooperate with him going forward”, comments Marcus Lindqvist, CEO of Qliro Group.

Niklas Jarl will continue his work within Lekmer during a transitional period.

For further information, please visit www.qlirogroup.com, or contact:

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Questions from media, investors and research analysts:

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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".