

Information brochure before the proposed distribution of Qliro AB

Press release, Stockholm, 4 September 2020

The board of directors of Qliro Group AB has proposed that an extraordinary general meeting on 28 September 2020, resolves on the distribution of all shares in Qliro AB to Qliro Group's shareholders. Today, an information brochure is published regarding the proposed distribution. The distribution of, and the first day for trading in, the shares in Qliro AB is expected to take place around October 2, 2020.

The information brochure contains information on Qliro AB, the remaining group (Nelly and CDON), the proposed distribution and the subsequent listing of Qliro AB on Nasdaq Stockholm.

The brochure is available at:

<https://www.qlirogroup.com/en/governance/corporate-governance/general-meetings/egm-2020-sep/>

Provided that the general meeting resolves to distribute Qliro AB, a prospectus regarding Qliro AB will be published on 28 September 2020.

For more information

Niclas Lilja, Investor Relations

+46 736 511 363

ir@qlirogroup.com

About Qliro Group

Qliro Group operates the leading Nordic marketplace CDON, the online fashion brand Nelly.com and Qliro AB that offers financial services to merchants and consumers. In 2019 the Group had sales of SEK 2.9 billion. Qliro Group's shares are listed on the Nasdaq Stockholm Mid-Cap segment under the ticker symbol QLRO.