

Qliro Group changes management and name

Press release, Stockholm, 20 October 2020

Qliro Group's Board of Directors has appointed Kristina Lukes as the new CEO from November 6 2020 and John Afzelius as the new CFO from April 1 2021. Kristina and John currently have corresponding roles at the subsidiary Nelly. Nelly will be Qliro Group's remaining business after the distribution of Qliro AB and CDON. To reflect the company's new focus, Qliro Group changes its name to Nelly Group around November 6. As previously announced, Mathias Pedersen is leaving his role as CEO as the split-up of Qliro Group is being completed. David Granath will remain in his role as CFO until March 2020.

"Kristina Lukes and John Afzelius both have solid experience in business development. We have worked together with the development of Nelly and I am confident that Kristina and John have the right drive and skills to take Nelly to the next level. I would also like to thank Mathias and David for their valuable contributions in developing the subsidiaries and completing the split-up of the group," says Christoffer Häggblom, Chairman of the Board of Qliro Group.

Kristina was appointed CEO of Nelly in April 2020. She has previously worked with business development, sales, marketing, and product development in fast-moving consumer goods, mainly at Unilever and Orkla for 15 years. She has also been CEO of one of McCann's communications and advertising agencies in Gothenburg and worked at Paulig with responsibility for the brands Santa Maria and Risenta. Kristina holds a master's degree in International Business from Handelshögskolan at Göteborgs Universitet.

John was appointed CFO of Nelly in May 2019. He has previously been CFO at Transtema Group and Thin Film Electronics ASA and worked at Orkla, Nordea and Catella Kapitalförvaltning. John holds a Master of Science in Engineering from KTH and a Bachelor of Business Administration from Stockholm University. He is a Chartered Financial Analyst from the CFA Institute and a reserve officer in the Navy.

This information is information that Qliro Group AB is required to disclose under the EU Market Abuse Regulation. The information was released for publication through the agency of the below-mentioned contacts at 6:00 p.m. CET on October 20, 2020.

For more information

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About Qliro Group

Qliro Group operates the online fashion brand Nelly.com and the leading Nordic marketplace CDON. At the end of September, Qliro AB was distributed to Qliro Group's shareholders. The plan is to distribute CDON AB to Qliro Group's shareholders. Qliro Group will change its name to Nelly Group to reflect its focus on Nelly. Qliro Group's shares are listed on the Nasdaq Stockholm Mid-Cap segment under the ticker symbol QLRO.