

The Nomination Committee amends its proposal regarding election of Board of Directors

Press release, Stockholm, 5 May 2015

Mia Brunell Livfors has informed the Nomination Committee of Qliro Group AB (publ) ("Qliro Group") that she declines re-election to the Board of Qliro Group due to her new commitments in connection with assuming the role as CEO of another company on June 1, 2015. The Nomination Committee proposes that Qliro Group's current Chairman of the Board, Lars-Johan Jarnheimer, continues in his role as Chairman and thus proposes the re-election of Lars-Johan Jarnheimer at the Annual General Meeting to be held on May 18, 2015.

Cristina Stenbeck, Chairman of the Nomination Committee, commented: "On behalf of the Nomination Committee, I would like to thank Lars-Johan Jarnheimer for his commitment to serve as Chairman of Qliro Group. It is important that Qliro Group's management team and Board is able to benefit from his continued leadership. We wish Mia Brunell Livfors well in her new role."

The Nomination Committee's revised proposal for election of the Board of Qliro Group is thus the re-election of Lars-Johan Jarnheimer, Patrick Andersen, Mengmeng Du, Lorenzo Grabau, David Kelly and Daniel Mytnik as Board members, and the election of Jens Grede and Peter Sjunnesson as new Board members. Furthermore, the Nomination Committee proposes the re-election of Lars-Johan Jarnheimer as Chairman of the Board.

The Nomination Committee considers Lars-Johan to be independent of the Company and executive management, and independent of major shareholders.

The Nomination Committee comprises Cristina Stenbeck, appointed by Investment AB Kinnevik; Annika Andersson, appointed by Swedbank Robur Funds; and Rezo Kanovich, appointed by Oppenheimer Funds.

The information in this announcement is such that Qliro Group AB (publ) is required to disclose under the Securities Markets Act. This information was released for publication at 13:05 CET on 5 May 2015.

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

Cristina Stenbeck, Chairman of the Nomination Committee

Tel: +46 (0) 8 562 000 00

Questions from investors and research analysts:

Nicolas Adlercreutz, CFO

Tel: +46 (0) 70 587 44 88

E-mail: ir@qlirogroup.com

Questions from media:

Fredrik Bengtsson, Head of Communications

Tel: +46 (0) 700 80 75 04

E-mail: press@qlirogroup.com

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 5.0 billion SEK in revenue. Qliro Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "QLRO".