

## Qliro Payment Solution launched in Denmark

Press release, Stockholm, 20 October 2015

**Qliro Group AB (publ.) today announced that its subsidiary Qliro AB has expanded the Qliro Payment Solution to Denmark. Lekmer, followed by Tretti and Members, will be the first merchants to introduce Qliro's services to their Danish customers.**

Qliro Payment Solution is already launched on Qliro Group's stores in Sweden and Finland, along with several merchants outside the group. Qliro is today offered as payment option by, for example, CDON.COM, Bangerhead, Gymgrossisten, Nelly, Hobbex, Lekmer and Tretti.

"Qliro continues to develop at a high pace and has received a very positive reception in the market. We are therefore pleased to be able to launch the payment solution in Denmark and look forward to Qliro's development on the Danish market", comments Paul Fischbein, President and CEO of Qliro Group.

### **About Qliro**

Qliro is a company that enables safe online shopping for customers by allowing them to get their goods delivered in advance of the payments. Qliro was founded in 2014 as part of Qliro Group, and today Qliro Payment Solution serves both the Group's stores and external merchants in Sweden and Finland. Qliro is also launched on the Danish market.

*The information in this announcement is such that Qliro Group AB (publ) is required to disclose under the Swedish Securities Markets Act and/or the Financial Instruments Trading Act.*

*This information was released for publication at 08:00 CET on 20 October 2015.*

### **For further information, please visit [www.qlirogroup.com](http://www.qlirogroup.com), or contact:**

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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), Gymgrossisten (Gymgrossisten.com/Gymsector.com, Bodystore.com, Milebreaker.com) and Tretti. The group also comprises the payment solution Qliro. In 2014, the group generated five billion SEK in revenue. Qliro Group's shares are listed on Nasdaq Stockholm's Mid-cap list under short name "QLRO".