

Record sales on Black Friday

Press release, Stockholm, 30 November 2015

Qliro Group AB (publ) today announced that Black Friday was Qliro Group's busiest day ever with record sales across the Group.

On the last Friday in November, Black Friday, Christmas shopping kick started in Qliro Group's internet stores. In total, the Group's sites generated net sales of approximately SEK 180 million on Black Friday 2015.

"Qliro Group's e-commerce stores attracted more than 3.5 million visits, which corresponds to an increase of over 50 percent compared to the previous record from last year's Black Friday. Around 800 thousand items were sold and, on average, over 9 items were sold every second. Our largest store CDON impressed and reports more than 130 thousand orders and a sales increase of over 80 percent. We truly exceeded our own expectations and sales within the Group almost doubled compared to Black Friday last year", says Paul Fischbein, President and CEO of Qliro Group.

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 30 November 2015.

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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".