

Anna Ullman Sersé appointed Interim Head of Nelly

Press release, Stockholm, 17 April 2018

Qliro Group AB (publ) announces today that Anna Ullman Sersé has been appointed Interim Head of Nelly. Anna has been Head of Business Development and member of Qliro Group's management team since 2016. She replaces Jan Wallsin who leaves the group today. A search process for Jan's successor will now be undertaken.

"We are pleased to appoint Anna Ullman Sersé as the Interim Head of Nelly. Anna has solid experience within retail and has supported Nelly's strategy development since 2016. This makes her a good fit with Nelly that is one of the strongest Nordic brands in online fashion. I also want to take this opportunity to thank Jan for his time with Qliro Group," says Marcus Lindqvist, President and CEO of Qliro Group.

Anna Ullman Sersé joined as Head of Business Development for Qliro Group 2016 and has since led the strategy development for Nelly and the other business areas. Anna has long experience as a management consultant at Accenture Interactive. As Nordic lead for retail, she worked with most of the largest retailers in Sweden. Anna holds a Master of Law and a Master of Science in Business Administration from Stockholm University.

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About Qliro Group

Qliro Group is a leading Nordic e-commerce group in consumer goods, lifestyle products and related financial services. Qliro Group operates the leading Nordic marketplace CDON.COM, the online fashion brand Nelly.com and Qliro Financial Services that offers financial services to merchants and consumers. In 2017 the Group had sales of SEK 3.4 billion. Qliro Group's shares are listed on the Nasdaq Stockholm Mid-Cap segment under the ticker symbol QLRO.