

Qliro Group issues and repurchases class C shares

Press release, Stockholm, 27 April 2018

Qliro Group AB (publ) ("Qliro Group") today announced that it has issued and immediately repurchased 4,550,000 new class C shares. The shares have been issued and repurchased in accordance with the methods for hedging delivery of shares to the participants in the long term incentive programmes, which were approved by the Annual General Meeting of shareholders held on 8 May 2017.

Nordea Bank AB (publ) subscribed for the entire issue of new class C shares at a subscription price of SEK 2.00 per share. The entire issue of class C shares has thereafter been repurchased by Qliro Group for SEK 2.00 per share. Qliro Group's share capital is going to increase with SEK 9,100,000 through the issue of the class C shares. After the repurchase, Qliro Group holds all 5,725,000 class C shares in the company.

The purpose of the share issue and the repurchase is to enable the future delivery of ordinary shares to employees participating in Qliro Group's incentive programmes. The class C shares will be converted into ordinary shares prior to delivery to qualifying participants. Class C shareholders are not entitled to dividend payments.

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

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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.