

Qliro Group gives notice of early redemption of bonds

Press release, Stockholm, 4 February 2019

Qliro Group AB will make an early redemption of all outstanding bonds 2017/2020 with ISIN SE0009779812 (the “bonds”) in accordance with the terms and conditions of the bonds. This means that the Group's debt will decrease by SEK 250 million, which will reduce interest costs with approximately SEK 12 million annually.

The early redemption date is set to 28 February 2019. In accordance with the terms and conditions, all bonds will be redeemed at 102.40 per cent of the nominal amount (*i.e.* SEK 1,024,000 per bond).

The redemption amount, together with accrued and unpaid interest up to and including the date for early redemption, will be paid to each person who is registered as owner of bonds in the debt register maintained by Euroclear Sweden at end of business on 21 February 2019. In connection with the redemption, the bonds will be delisted from Nasdaq Stockholm.

“Qliro Group's strategy is to run Qliro Financial Services, CDON Marketplace and Nelly as three independent companies. Qliro Financial Services is well-capitalized and has several sources of funding including deposits via savings accounts. CDON Marketplace's transition to a marketplace provides conditions for capital efficient growth. Nelly's growth requires continued investments which is financed by internally generated funds. Overall, Qliro Group is deemed to have sufficient financial resources to invest in future growth. By repaying the bond, its restrictions on separate listings and dividends cease to apply, which gives us greater flexibility in the separation of the Group,” says Marcus Lindqvist President and CEO of Qliro Group.

On 4 February 2019, the company will send an irrevocable notice of early redemption to all directly registered owners and registered authorised nominees (Sw. *författnare*) in the debt register kept by Euroclear Sweden as of 1 February 2019.

This announcement is for information purposes only and is not to be construed as an offer to purchase or sell or a solicitation of an offer to purchase or sell with respect to any securities of the company.

This information is information that Qliro Group AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, at 4 pm on 4 February 2019.

For more information, please visit www.qlirogroup.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.