Qliro Group

Kristina Lukes becomes the new CEO of Nelly to strengthen the brand and the business

Press release, Stockholm, 2 January 2020

Kristina Lukes has been recruited as the new CEO of Nelly. Kristina has long international experience from business development and change management within fast-moving consumer goods. Her previous position was within Paulig. Kristina is expected to take up her new position in April.

"We are pleased to announce that Kristina Lukes will start as the new CEO of Nelly, which is one of the Nordic region's strongest fashion brands. Kristina comes with extensive experience in order to develop Nelly's brand and business for profitable growth," says Marcus Lindqvist, President and CEO of Qliro Group.

Marcus Lindqvist continues as acting CEO of Nelly until Kristina joins.

Kristina has a long background in business development, marketing, sales, innovation and product development of fast-moving consumer goods, mainly from Unilever and Orkla where she has had leading positions for the past 15 years. She has also been the CEO of one of McCann's communications and advertising agencies in Gothenburg. Her previous position was with Paulig where she was globally responsible for business development, marketing and innovation of Santa Maria and Risenta.

Kristina has three year in a row been named as one of Sweden's future female leaders. She holds a degree in business from the University of Gothenburg.

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About Qliro Group
Qliro Group is a leading Nordic e-commerce group in consumer goods and related financial services. Qliro Group operates the leading Nordic marketplace CDON, the online fashion brand Nelly.com and Qliro AB that offers financial services to merchants and consumers. In 2018 the Group had sales of SEK 3.2 billion. Qliro Group's shares are listed on the Nasdaq Stockholm Mid-Cap segment under the ticker symbol QLRO.