

Qliro Group

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ABG Bond Seminar, 2017

September 12, 2017

Marcus Lindqvist, CEO

CDON.COM

Qliro

NELLY.COM
NLY MAN



Digital commerce and financial services

A leading position in the Nordics

1999

Founded

3.5

Million active
customers

4

Billion SEK
sales

1,200

Merchants on
marketplace

7.3

Million
transactions
annually

Qliro Group at a glance

To deliver superior digital commerce for consumers and merchants

 **CDON.COM**
Marketplace

 **NELLY.COM**

 **Qliro**

 **HSNG**

24%
Nordic online growth
CAGR 2014-2016

SEK ~200bn
The size of the Nordic
fashion market

**Favorable
market
trends**

 **42%**
top five marketplaces
share of global online
sales in 2016

 **SEK 215bn**
Swedish market for
unsecured loans

CDON Marketplace

To be #1 shopping destination online in the Nordics



- 1 Starting point:** leading brand in digital commerce and large volumes and traffic
- 2 Aim:** expand offering in new categories and monetize traffic volumes and operations
- 3 Transformation:** inviting external merchants and move from inventory model to marketplace
- 4 Potential:** first mover advantage in future shopping behavior, leveraging scale and adding services
- 5 Focus:** growth in the gross merchandise value (+18% in Q2) and initiatives on automation

1,200
Merchants

665
SEK Average
basket

1.7
Million
customers

Nelly

To be a confident young woman's best friend, who she looks to for inspiration and glam

NELLY.COM

NLY MAN

Fashion for young women and men

Digital marketing and excellent relations with target groups

Own NLY brands is 45% of total sales

Profitable five last quarters (Q2 EBITDA 12.5%) and geared for growth

200
Brands

708
SEK Average
basket

1.2
Million
customers

Qliro Financial Services

To make it easy to pay and manage money

Four years in the making

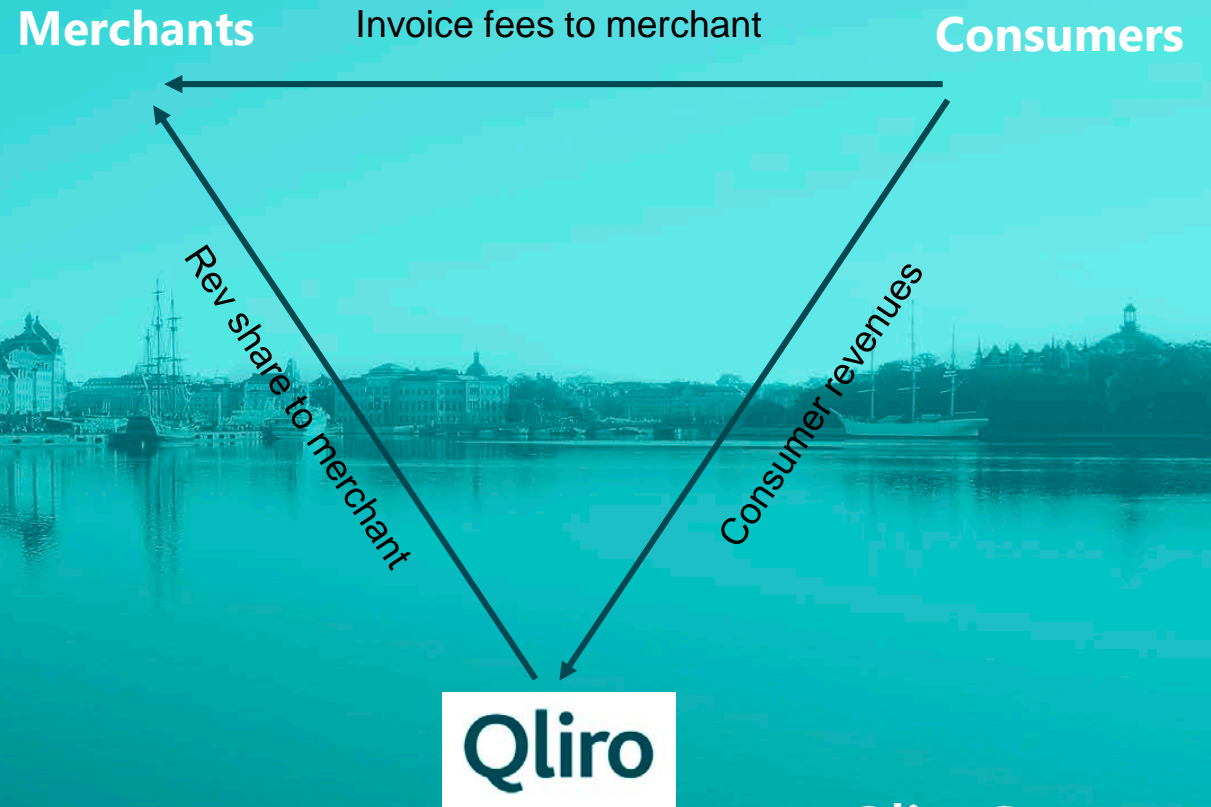
2014 Start up to monetize internal volumes

2015 External trial and launch in Finland and Denmark

2016 Product and organizational development

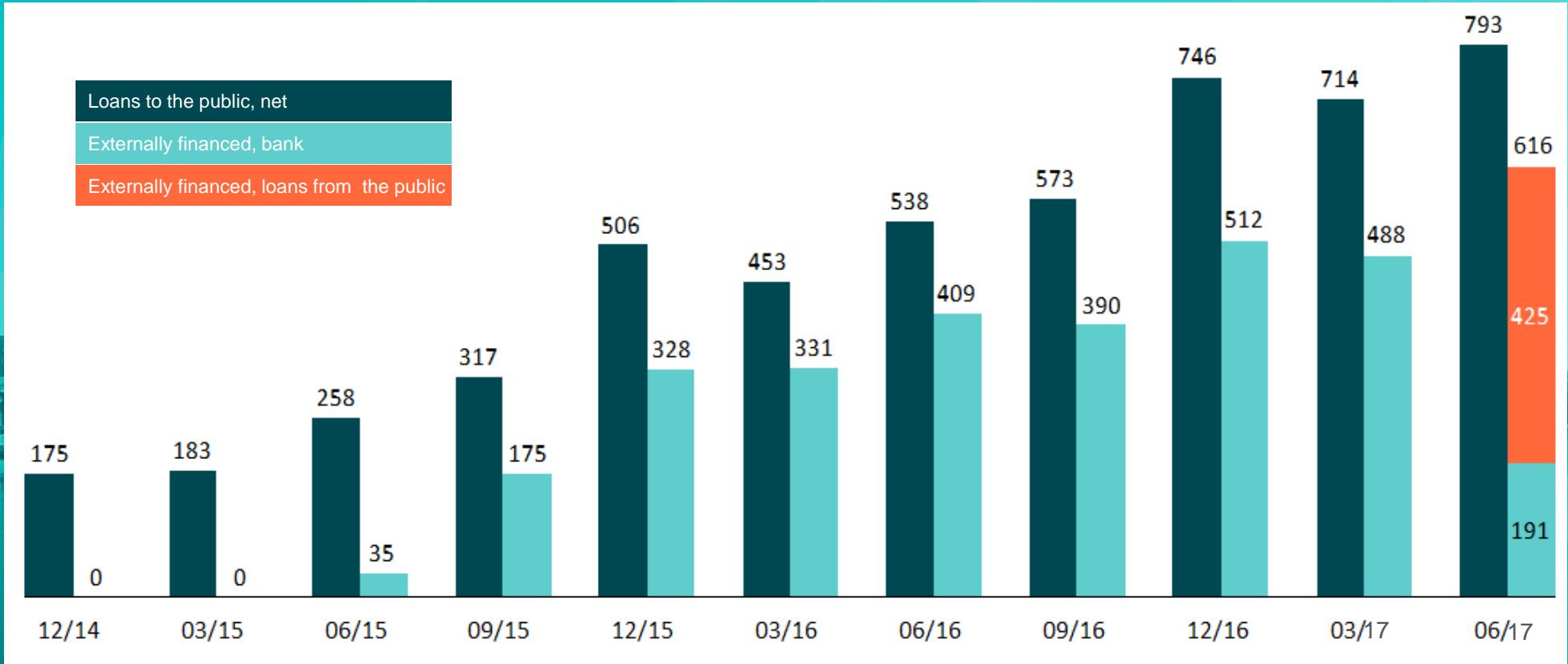
2017 Launch in Norway, Qliro One, savings, loans and app

Focus on both consumers and merchants



Qliro Financial Services

Successful ramp-up



991
Million SEK in
business
volume

1,023
SEK Average
basket

Health and Sports Nutrition Group

Own brands, such as Star Nutrition (strong among athletes) and Vitaprana (ecological)

Online channels Gymgrossisten and Bodystore

Extending offline reach, 30 franchise shops and retailers, such as SATS Elixia

Market leader in selected segments

Evaluating strategic options



Qliro Group issued bond

Three-year unsecured bond issued in May

SEK 250 million, with SEK 500m framework

3 month Stibor + 4.80 percent

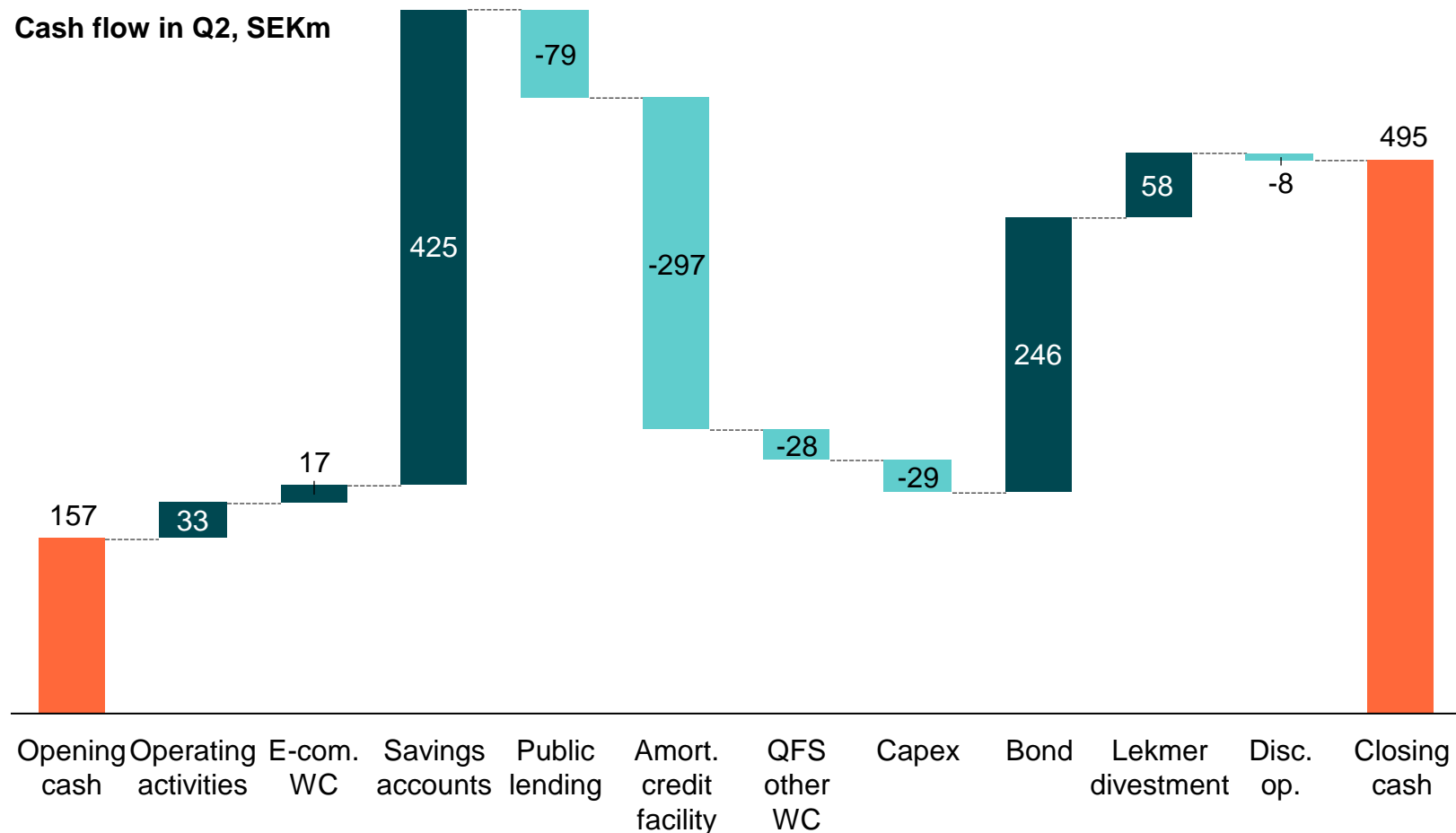
Matures on 23 May 2020

Listed at NASDAQ Stockholm



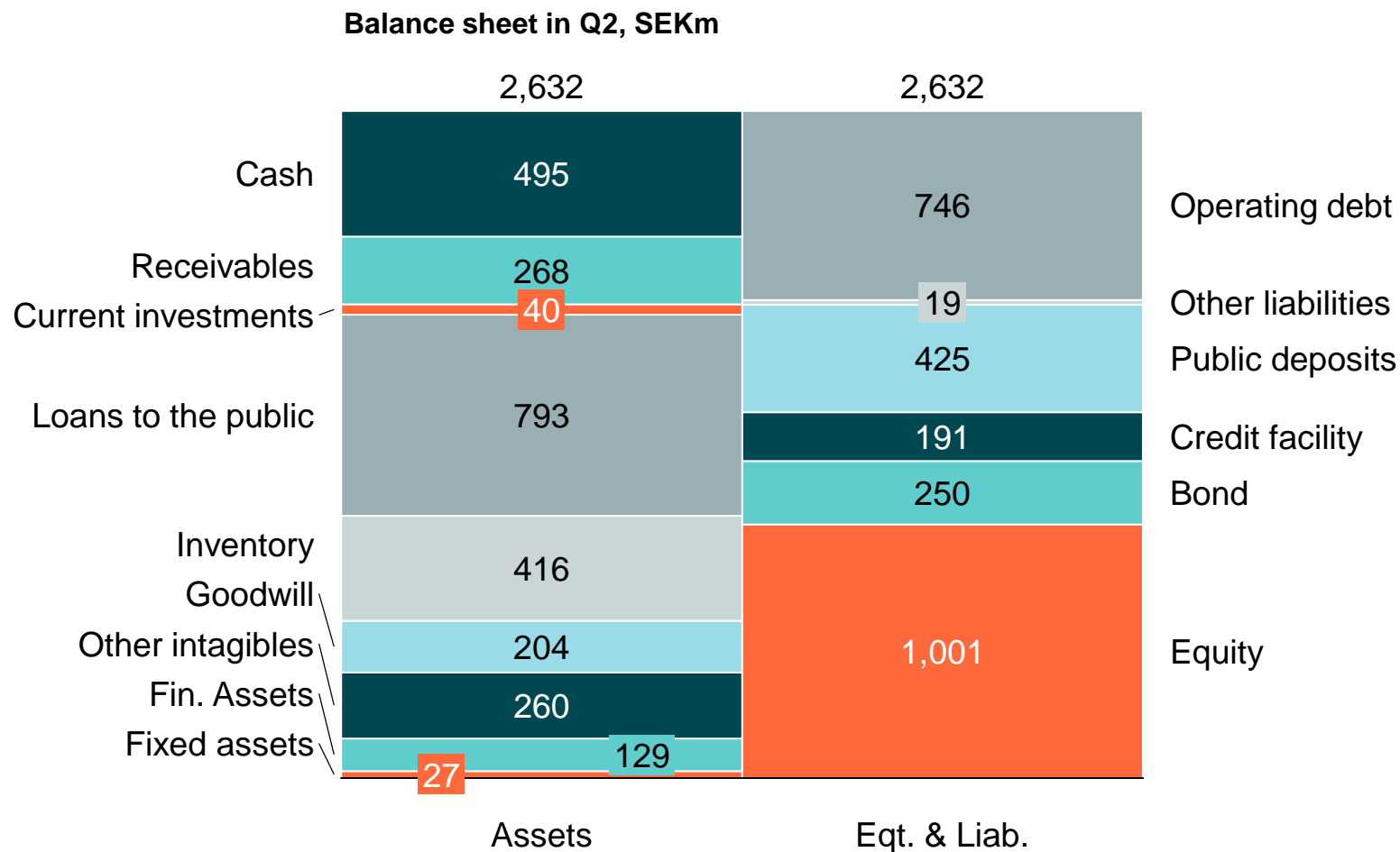
Strong cash position

- SEK 157m in cash at the beginning of second quarter
- Qliro Financial Services' savings accounts brought in SEK 425m catered to finance lending and amortization of credit facility
- The bond brought in SEK 246m
- Lekmer divested
- SEK 495m in cash at the end of the second quarter



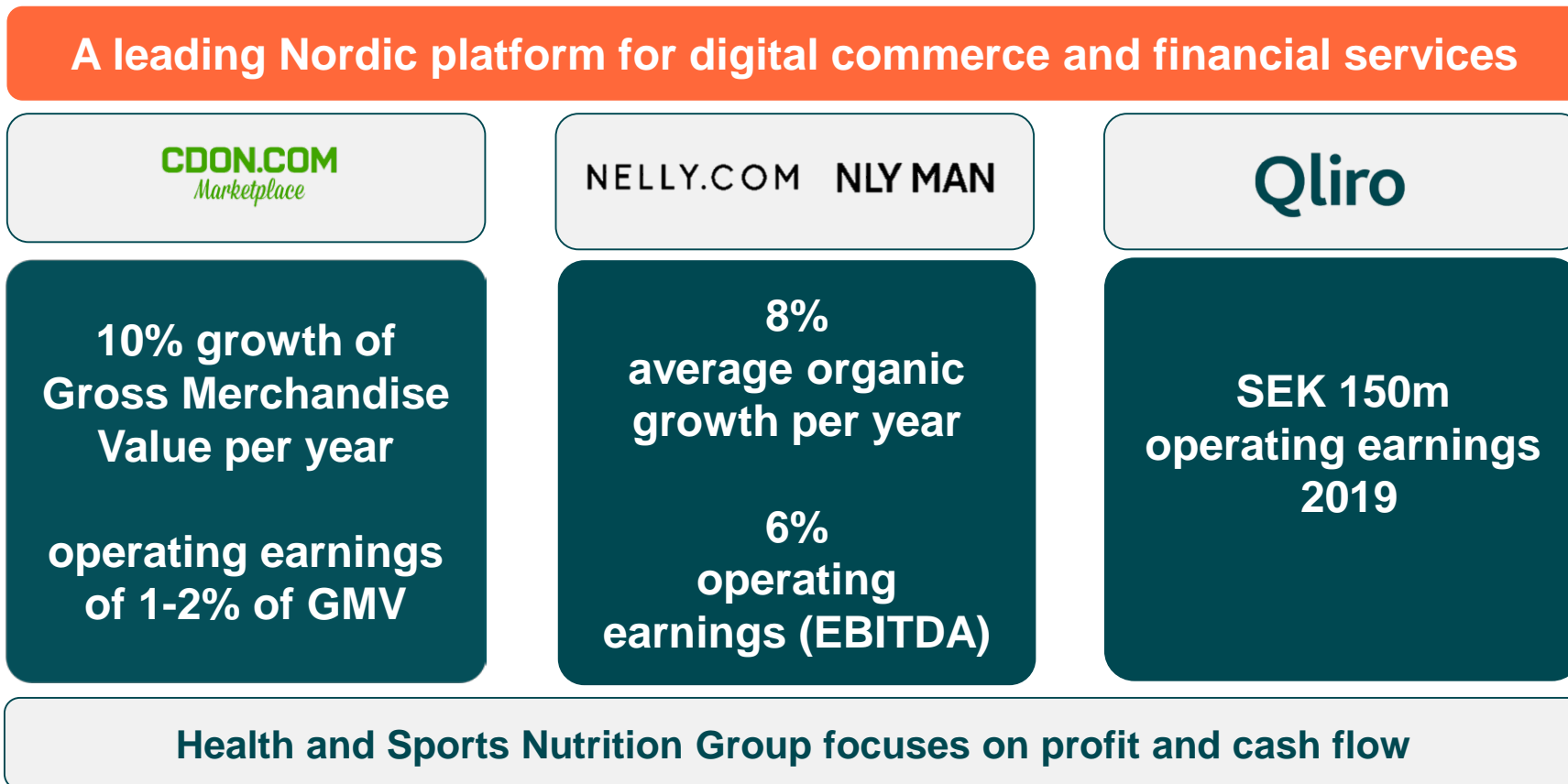
Diversified capital structure

- Financing diversified through bond and savings accounts
- SEK 250m senior unsecured bond issued by group parent company
- SEK 425m deposited into savings accounts in Qliro Financial Services
- Inventory decreased as Lekmer was divested
- Excluding Qliro Financial Services the group had SEK 240m in net cash
- Financially well positioned to execute on its strategy



Long-term financial targets

Adopted January 2017




A leading position in the Nordics

- 1 CDON Marketplace established as a leading marketplace in the Nordics
- 2 Nelly improved profitability and is geared for growth
- 3 Qliro Financial Services takes advantage of business volumes and expands offering
- 4 Qliro Group returned to growth and profit for continuing operations with diversified financing
- 5 Qliro Group well-positioned to leverage scale and offering

THANK YOU

Next report released October 18th

 nasdaq symbol **QLRO**

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