

Qliro investor presentation

SEB Growth Seminar
CEO Carolina Brandtman

20 May 2021



Qliro – the number one challenger in the Nordics for larger merchants

- The number one challenger within payment solutions in the Nordics for larger e-merchants with a modern checkout solution and a top digital post-purchase experience
- True understanding of the needs among large- and mid-sized merchants and consumers has been the strength of Qliro since it was founded in 2014.
- Geographic focus is on the Nordics where Qliro's pay-after delivery products are available. The checkout supports 34 countries in total for Nordic merchants who aims to grow internationally.
- Digital banking services which includes personal loans and savings available in Sweden
- Largest owners Rite Ventures 26% and Mandatum Private Equity (Sampo) 10%. Spin-off from Qliro Group listed on Nasdaq Stockholm in Oct 2020 with market cap of approximately 800 MSEK.

2.5 m

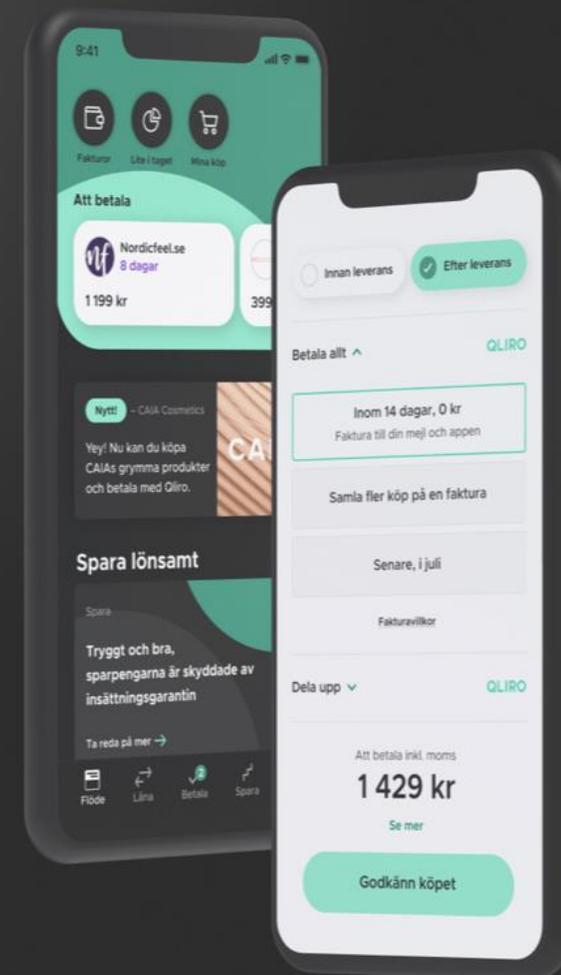
Active consumers¹⁾

7.4 m

transactions²⁾

6.6 bn

Pay-after delivery
volume³⁾



Qliro, a top tier payment solution that simplifies the online shopping experience



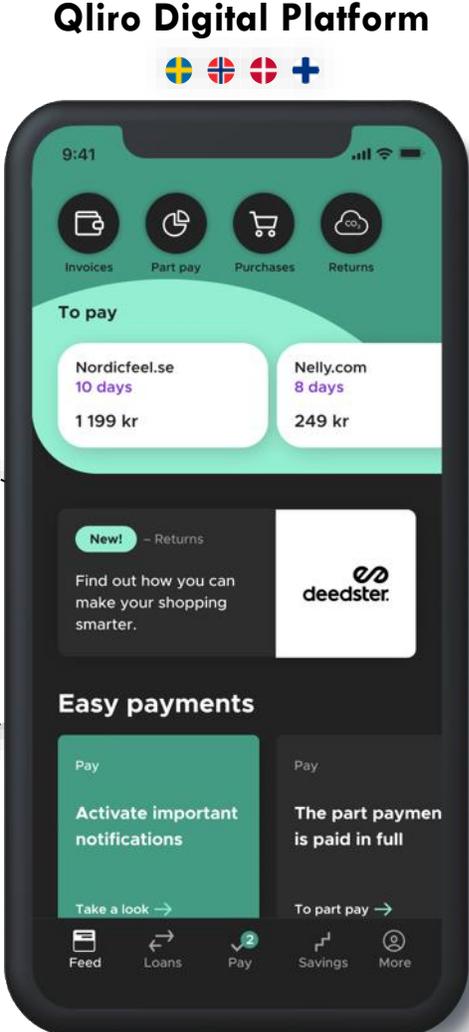
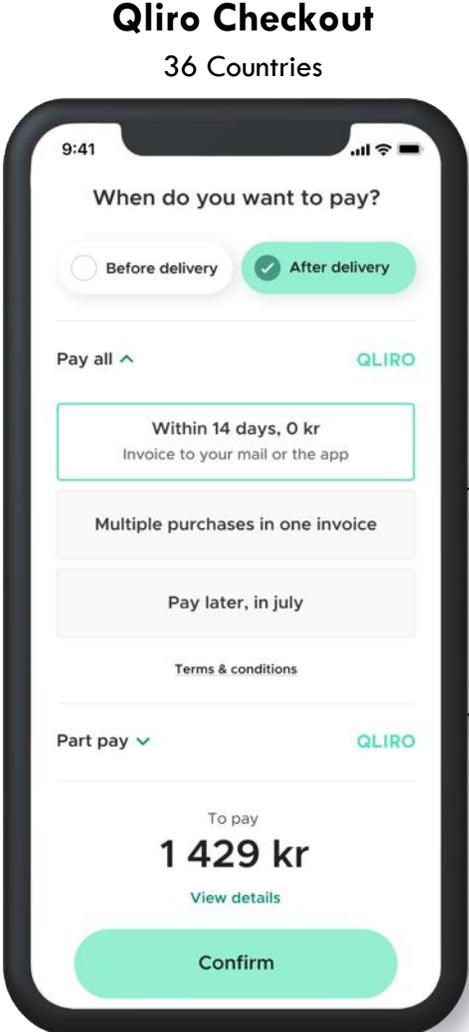
Pay after delivery **QLIRO**

PayPal payment

Direct payment

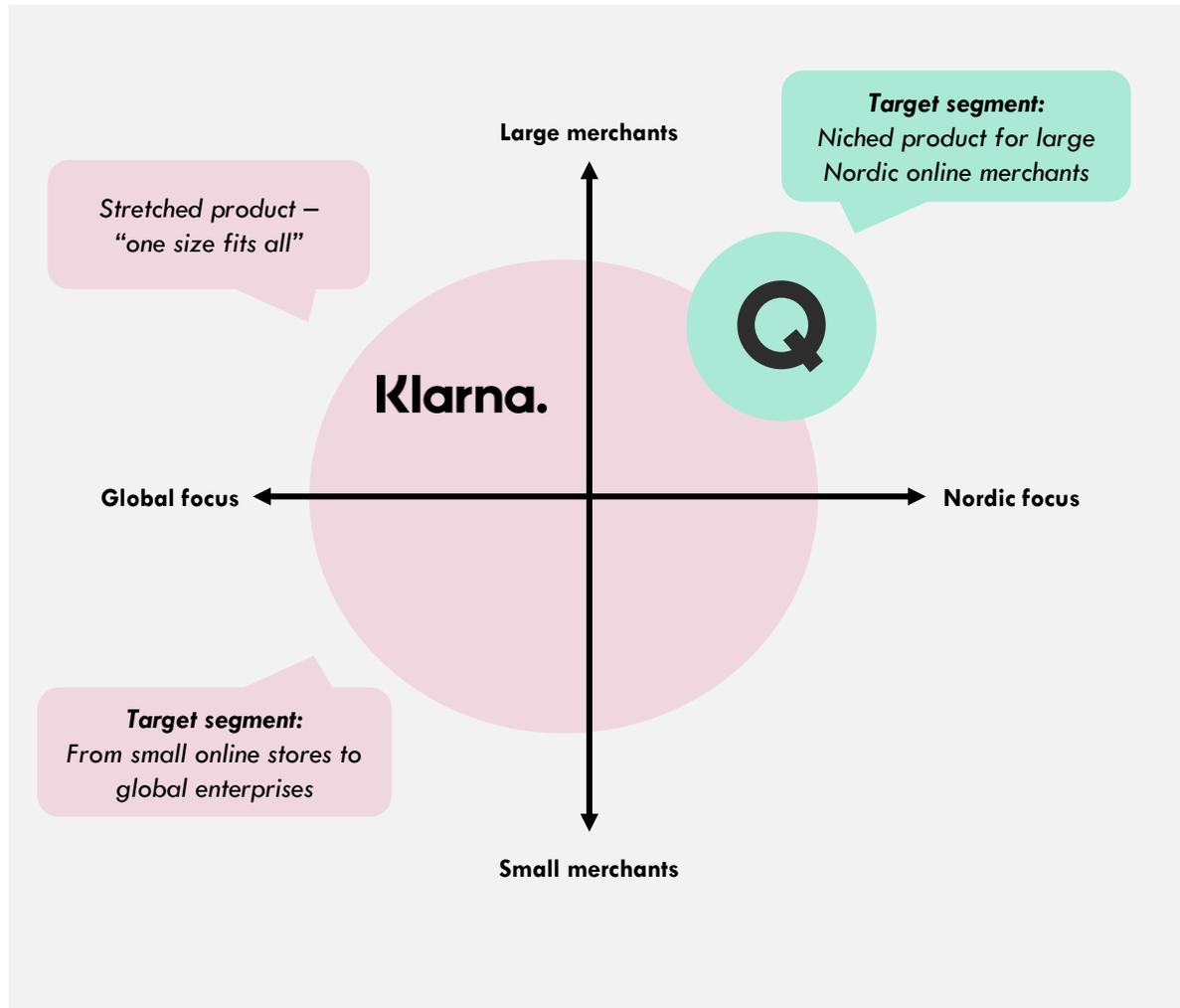
Card

Invoice



Qliro and Klarna is two digital native companies with focus on innovation and online consumer interaction but with different focus

Well-defined market position with focused strategy



Qliro key success factors

- ✓ Not for everyone - clear focus on larger local Nordic merchants
- ✓ Deep understanding of e-commerce and actual business specific needs
- ✓ Payment partner – not provider
- ✓ Modern check out solution and a top digital post purchase experience
- ✓ Dedicated support and solutions team

LYKO

“Qliro is a flexible and responsive partner who helps us improve our customer journey and profitability.”

Rickard Lyko, CEO

eleven

“Qliro is an established partner who understands our challenges and gives us the attention needed to strengthen our entire business.”

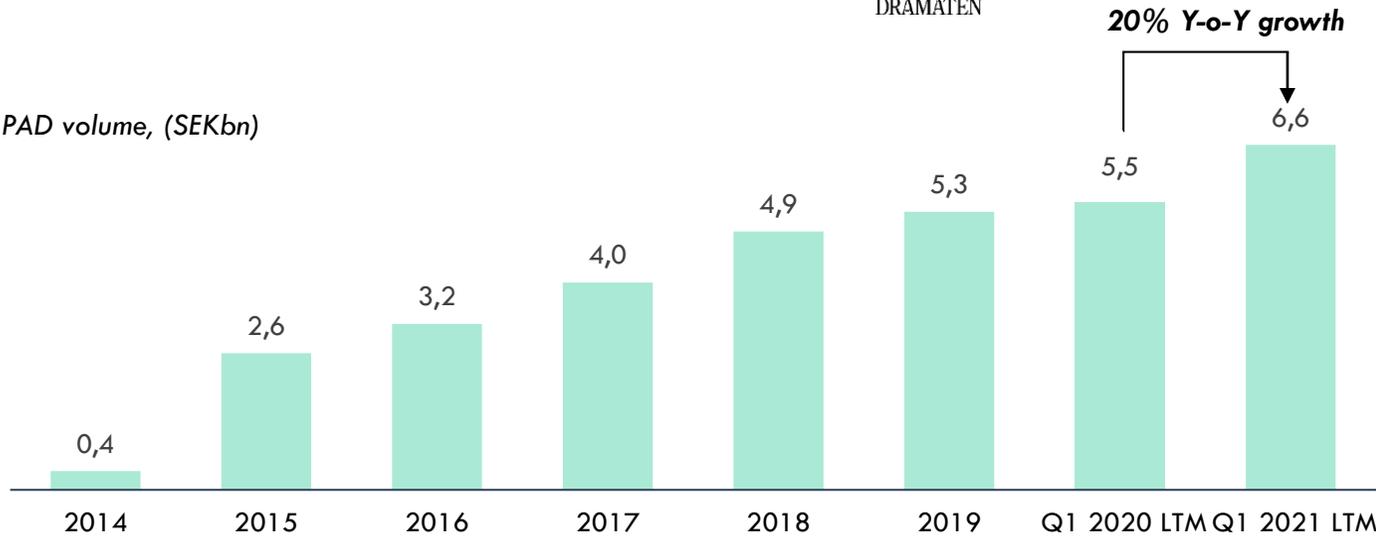
Pernilla Barkman, CEO

Recent efforts has expanded payment volumes significantly...

Development of merchant network with focus on building volume rather than number of merchants



PAD volume, (SEKbn)



Major merchants to be onboarded during 2021

• Q2 2021

BILTEMA

Major Nordic Merchant, 6th most visited e-commerce site in Sweden*

blush

First pure Norwegian merchant

• Q3-Q4 2021

STRONGER

High growth rate and strong brand

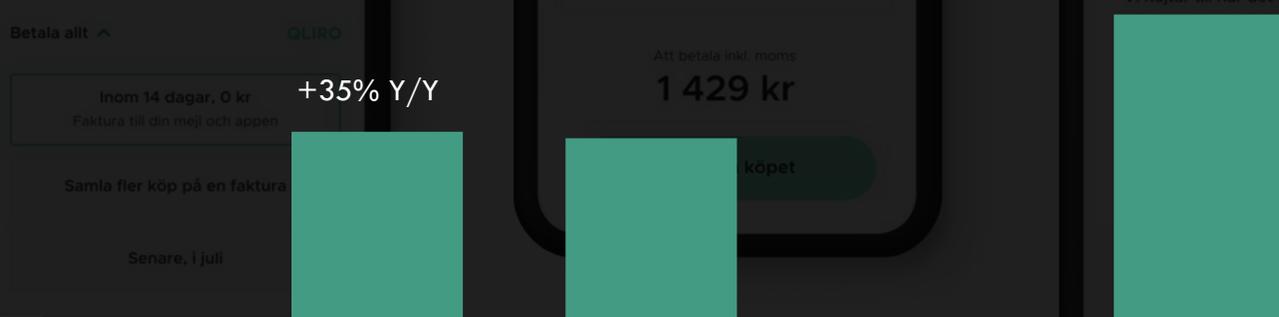
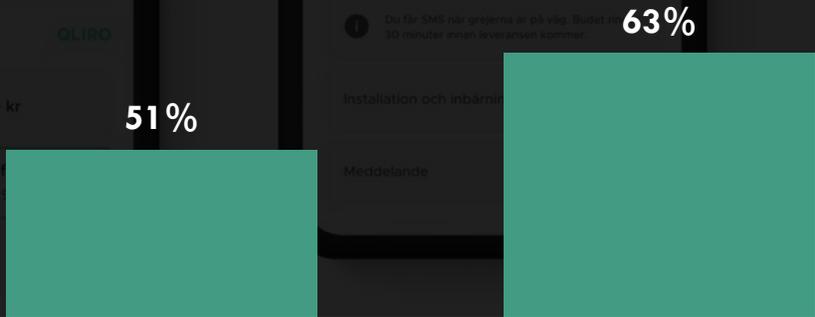
TWISTSHAKE
with passion for babies

New segment and high growth rate

Strong underlying e-com and growing merchant base increase volumes

Share of PAD volume, merchants outside previous Qliro Group

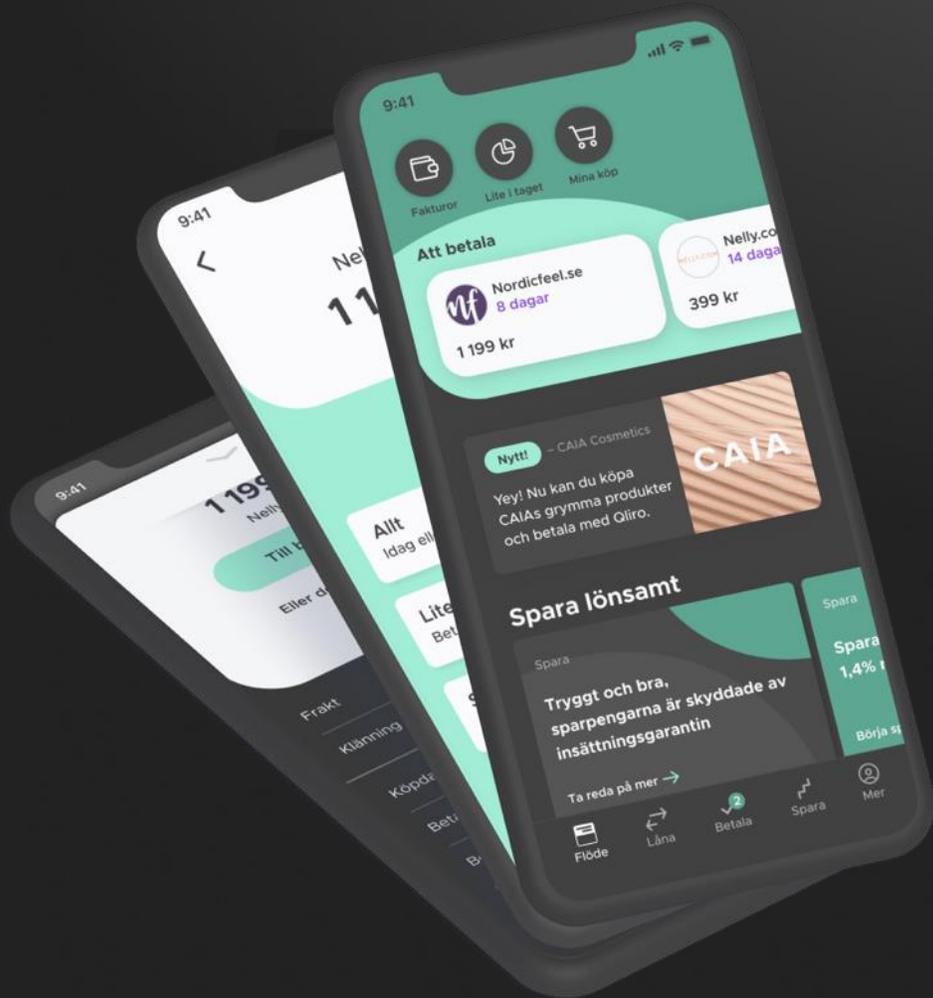
Breakdown PAD volume growth Q1 2021, MSEK



● Total PAD volume growth +27% Y/Y or 332 MSEK and no of PAD transactions +21%

● Volume growth merchant outside previous Qliro Group totalling +56% Y/Y

2nd most downloaded financial App in 2020 after Swish* - One year with the new App!



4.4

iOS rating in
App-store

8.3 m

App Loggins L12m Q1
2021

+44%

App logins L12m Q1
2021

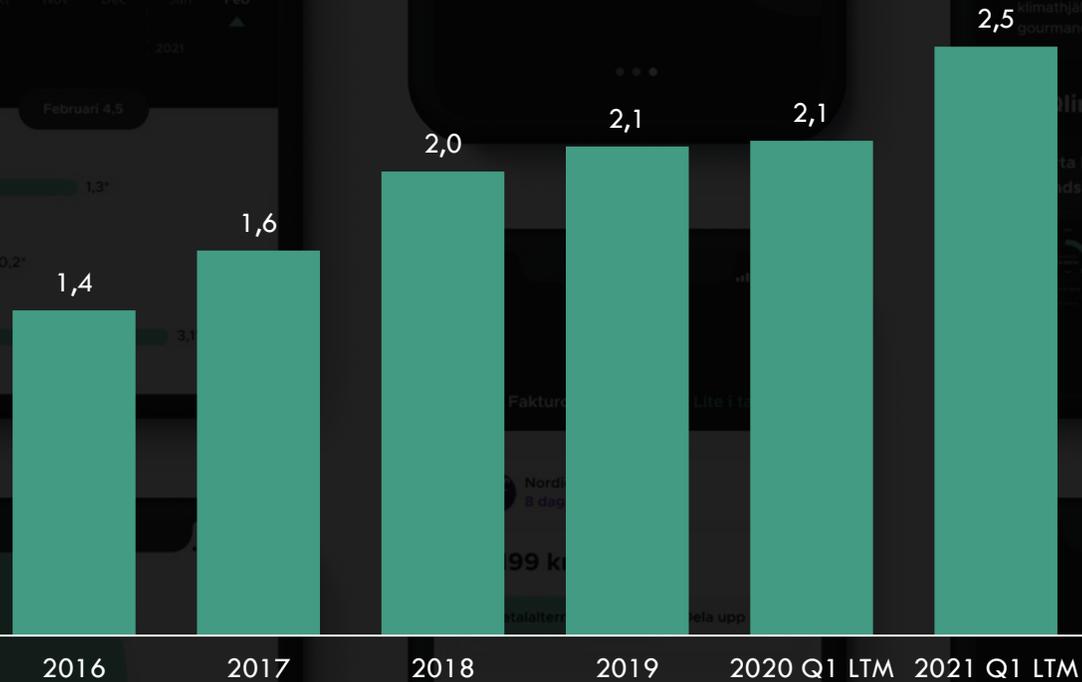
Building relationships with millions of consumers

Large and growing database of active consumers...

Active consumers (million)¹⁾

5 million unique consumers²⁾ all time

2.5 million active consumers LTM Q1 2021

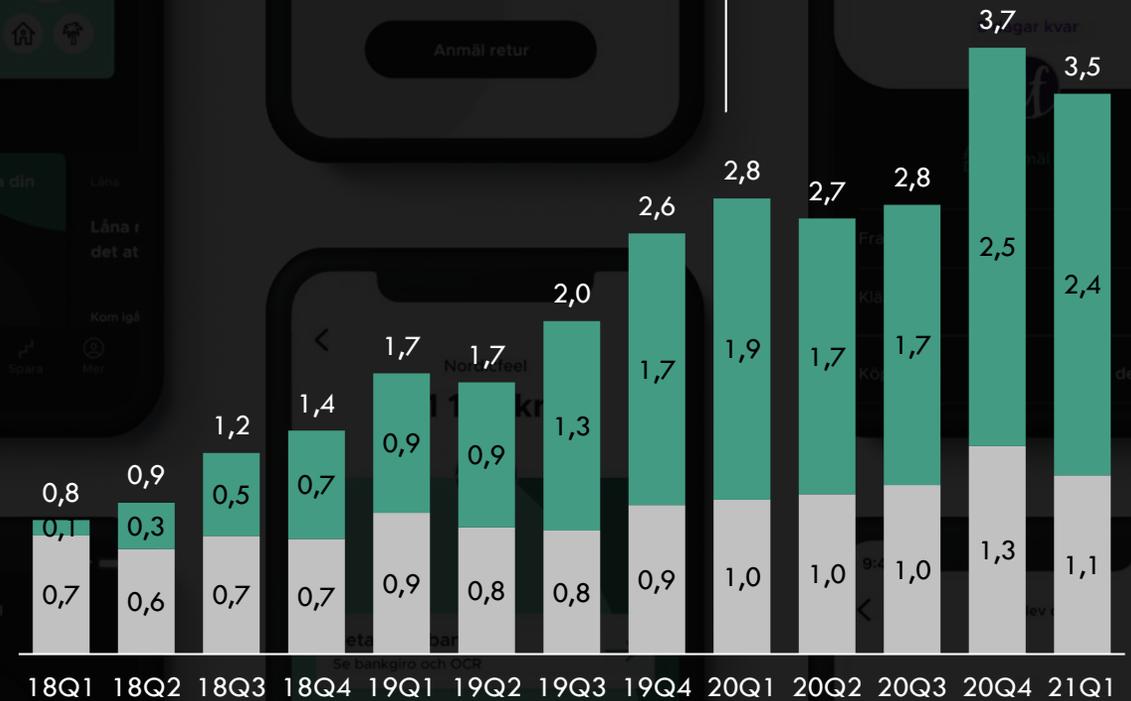


...with strong customer interaction

Number of web and app logins per quarter in Sweden (million)

2.4 million mobile app logins during Q1 2021

27% Y-o-Y growth in app logins



We have developed our services to create a seamless payment experience from purchase in checkout to payment in app and web

From checkout...



Purchase complete – we will notify the customer as soon as the order is activated



Invoice with a clearly marked due date are easy to spot in the app – the customer won't miss the payment



Clear purchase overview and possibility to pause the invoice if a return is made



The customer can pay easily with just one click – without having to enter card details or log into their bank

... to one-click payment



The customer has finalised the payment

Active notifications together with a simple and clear post checkout experience are key to reach high customer satisfaction in PAD

The invoice has evolved from a paper you send when a purchase has been activated to a complete digital experience. In Qliro's digital platforms the consumer can manage their purchases in an easy way, schedule the payment and be notified when to pay



Multiple reminders through push notifications and e-mail to prevent reminder fees



Prolong the due date with up to 10 days without any extra cost



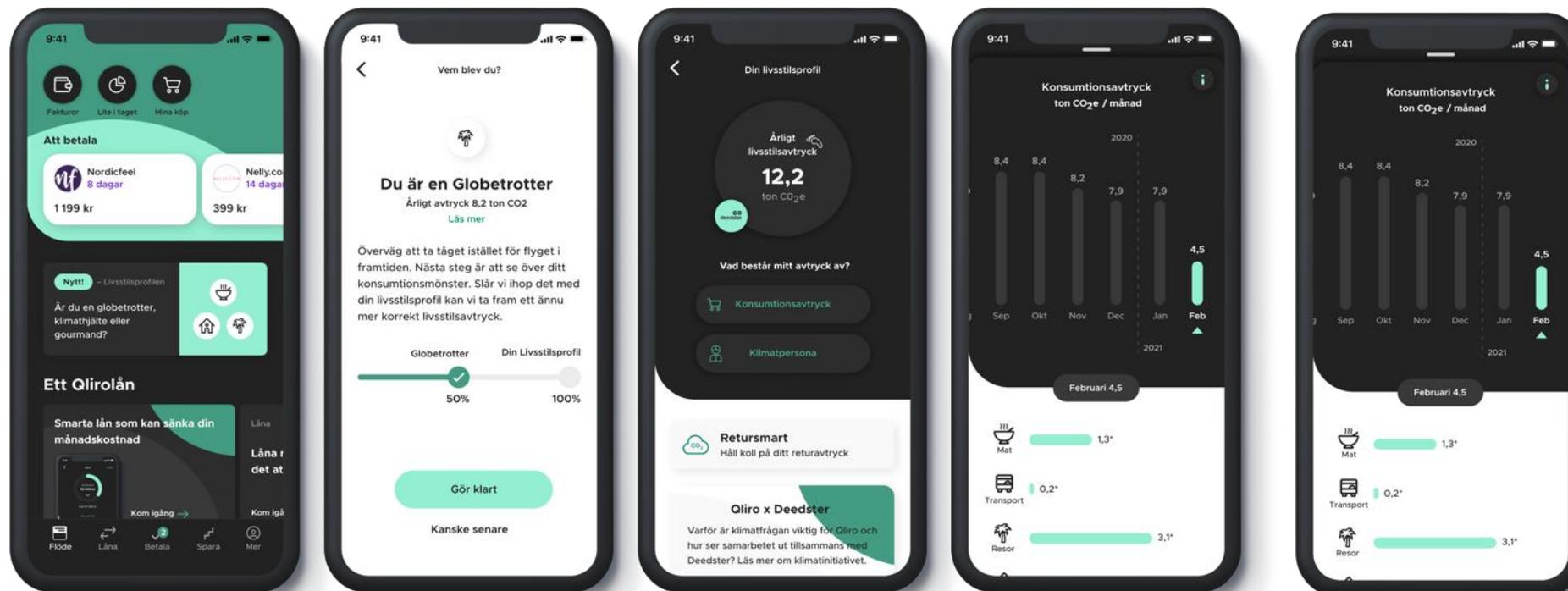
Pause the invoice easily during 30 days if the good(s) are returned



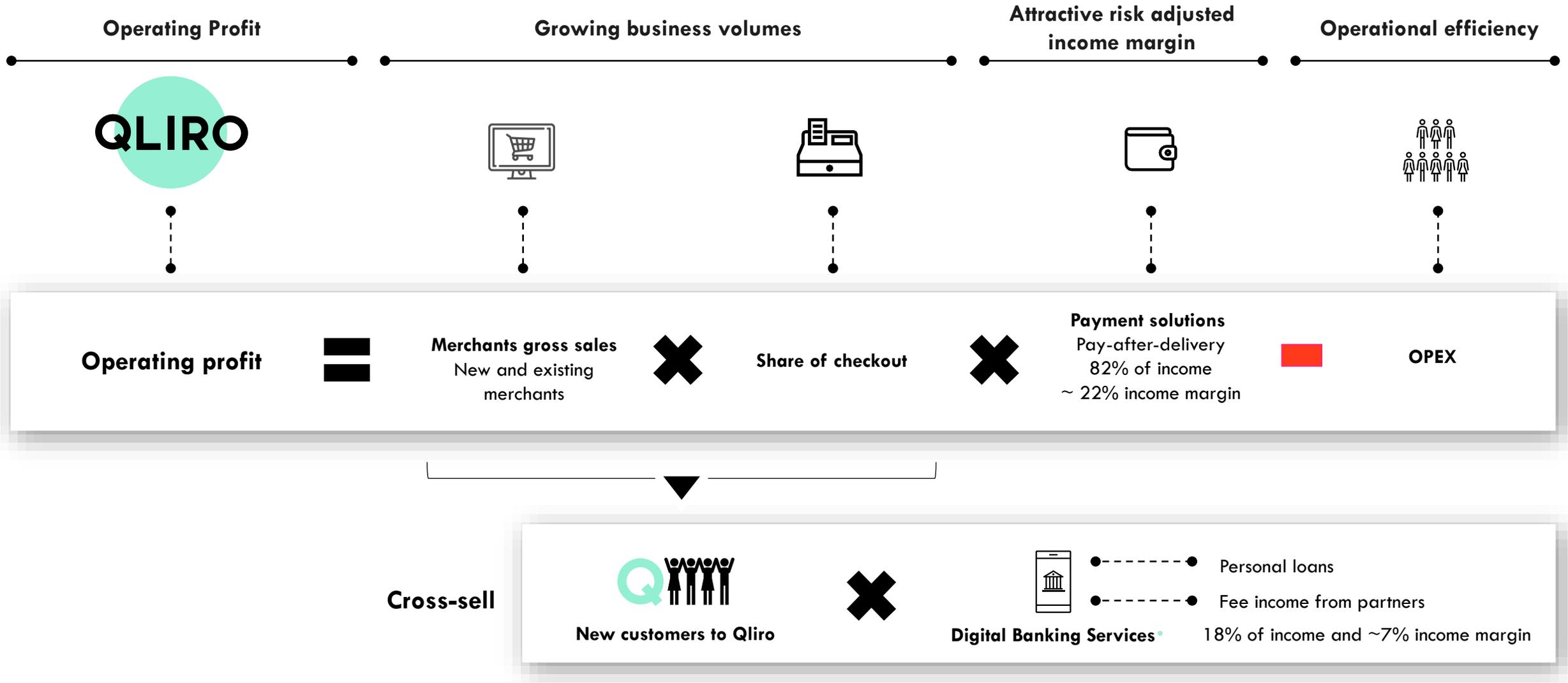
Automated payment at due date or pay directly in the app by a click

Lifestyle Profile – Next step in our sustainability journey

- As with Retursmart the service Lifestyle Profile was co-created with Deedster, a tech and data driven company focused on inspiring consumers to make more sustainable choices
- Lifestyle profile is a unique solution combining answers from customers with transaction data powered by technology from Tink, enabled by PSDII/Open Banking
- With the information, we provide the customer with a yearly CO₂e footprint with details about their monthly shopping behavior

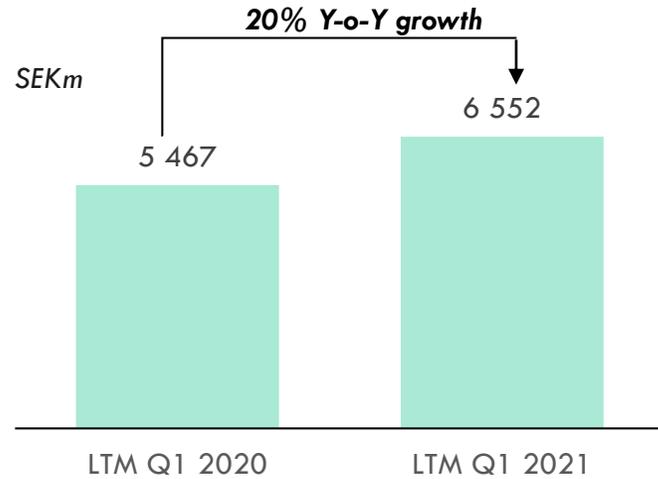


Operating leverage on platform scaled to support profitable growth

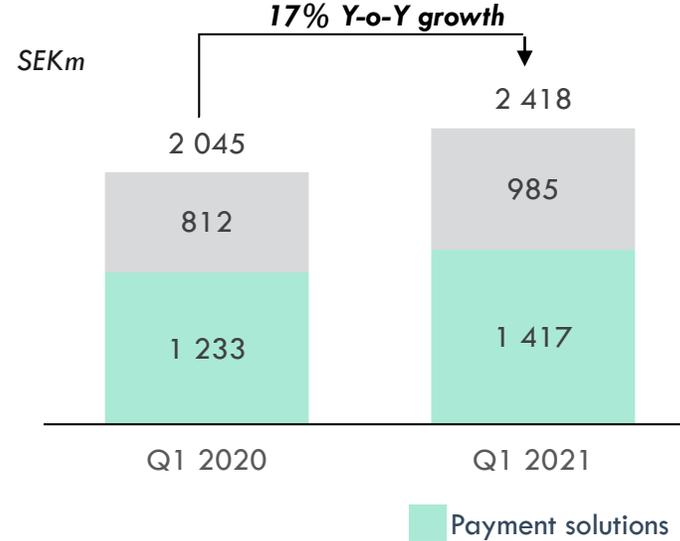


Strong underlying business momentum

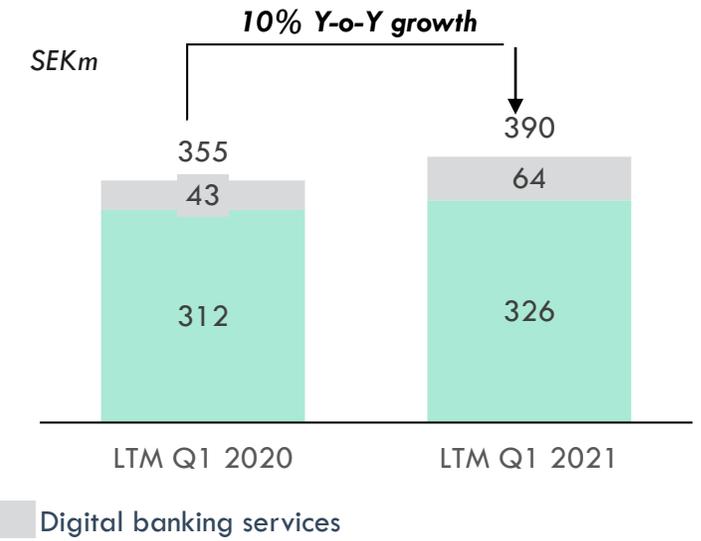
Pay-after delivery (PAD) volume



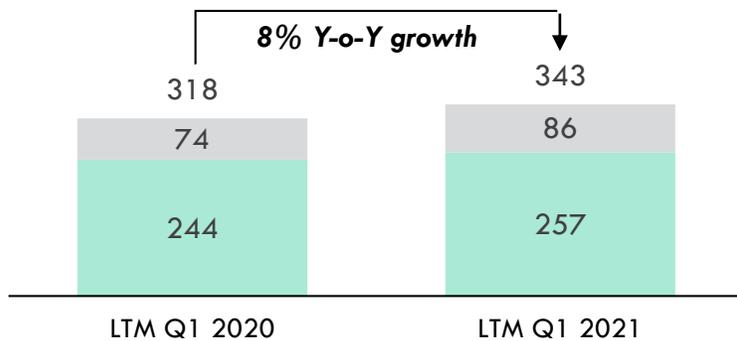
Lending to the public



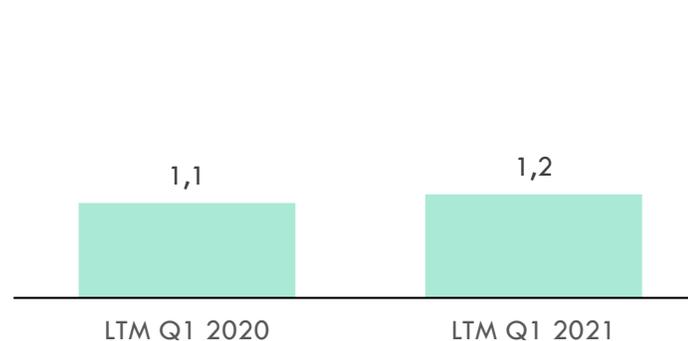
Total operating income



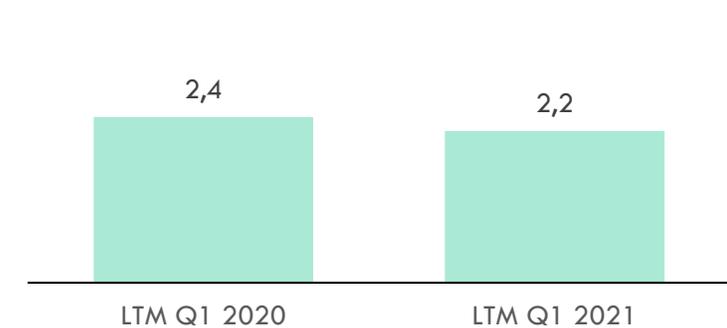
Cost development SEKm



Adj. PAD losses in relation to PAD volumes, %*



Adj. loan loss level, personal loans, %*



Future growth

- Digitalisation and transition to e-commerce will continue to drive underlying growth in the market
- We will continue to strengthen our position as no 1 challenger for larger merchants in the Nordics by growth of the merchant base
- We will increase our addressable market further by:
 - Adding new segments/verticals of e-commerce
 - Broadening of offer to mid-size merchants
 - Growth in the other Nordic Markets



QLIRO