

# Qliro Group

## Year-End Report 2015

### Fourth Quarter

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- Net sales increased by 2%, amounting to SEK 1,685.5 (1,649.7) million
- EBITDA excluding divested operations during 2014 and non-recurring items totalled SEK 7.0 (15.2) million
- Operating profit excluding divested operations during 2014 and non-recurring items amounted to SEK -5.7 (8.0) million
- Including divested operations during 2014 and non-recurring items operating profit amounted to SEK -31.9 (-3.6) million
- Net income amounted to SEK -29.4 (-7.0) million
- Basic earnings per share amounted to SEK -0.20 (-0.06)
- Cash flow from operations, excluding changes in Qliro Financial Services' lending to the public, amounted to SEK 142.8 (256.4) million
- Operating profit is affected by non-recurring items of SEK 26.2 million related to Lekmer

### Full year 2015

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- Net sales increased by 4%, coming in at SEK 5,174.1 (4,966.7) million. Including divested operations, net sales increased by 3%
- EBITDA excluding divested operations during 2014 and non-recurring items totalled SEK -23.6 (34.8) million
- Operating profit excluding operations divested in 2014 and non-recurring items amounted to SEK -65.6 (8.6) million
- Operating profit including operations divested in 2014 and non-recurring items and amounted to SEK -122.7 (33.0) million
- Net income amounted to SEK -101.6 (5.4) million
- Basic earnings per share amounted to SEK -0.68 (0.02)
- Cash flow from operations, excluding changes in Qliro Financial Services' lending to the public, amounted to SEK -73.4 (74.7) million

### Comments by the CEO

Paul Fischbein, President and CEO comments: "The fourth quarter held many positives but was also challenging. The Group's largest segment, CDON Marketplace, delivered both strong sales and a significant earnings improvement. During the year, we have implemented many important changes within CDON which now are starting to bear fruit. CDON is undergoing major changes and the result in the fourth quarter is a confirmation that we are heading in the right direction even if key measures remain, including a larger reorganization which we are working on now.

Our newly established subsidiary Qliro Financial Services continued to develop in line with our high expectations. The large order volumes in the Group during the quarter also contributed to large business volumes for the Qliro payment solution and, one year after the launch, Qliro Financial Services reported positive earnings in the fourth quarter. Loans to the public amounted to approximately SEK 530 million at the end of the year, financed by around SEK 200 million by own funding. It has of course been pleasing to follow the development of Qliro Financial Services during the first year of operations and this result also gives an indication of the future potential in the segment. Next important steps include, among other things, the continued roll out of Qliro Financial Services, not least through a launch in Norway and the introduction of additional financial services after the expected approval to become a credit market company has been received from Finansinspektionen (the Swedish Financial Supervisory Authority).

On the negative side we find Lekmer, where operational disturbances at the warehouse once again had a large impact on the company's and the Group's sales and earnings. The warehouse move and the deployment of the new warehouse system has been more complex than expected, which resulted in major operational consequences when volumes gradually increased during the quarter. At the end of November, the company

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decided to minimize its marketing and other sales promotion activities and to focus solely on delivering the orders which had already been made. As a result of the disturbances, Lekmer has in conjunction with the year-end closing expensed SEK 26 million related to inventory valuation which is presented under non-recurring items in the fourth quarter. 2015 was a turbulent year for Lekmer and the challenges in 2015 are fully related to Lekmer's new warehouse. However, we estimate that the major operational problems are now behind us, even though it is expected to take another one to two quarters before Lekmer is back to the same good standing it was a year ago. We believe that Lekmer's future high potential remains.

Overall, the fourth quarter was a challenging quarter affected by external factors such as weather and currency effects at the same time as Lekmer's warehouse experienced large operational disturbances. However, we see that our companies have strong market positions and, during 2015, the amount of active customers continued to increase and now amount to a bit over 4 million consumers in the Nordics. This creates very good conditions for an exciting future."

## Forward-looking statement

Qliro Group's long-term sales goal is growth that is consistent with or above that of the market for each segment.

Qliro Group's long-term profitability targets:

Segment	EBITDA-margin
Nelly	5-7%
Lekmer	3-5%
CDON.com	2-3%
Gymgrossisten	7-9%
Tretti	2-4%

Provided that the subsidiaries deliver sales volumes in line with their business plans, the objective for Qliro Financial Services is, as previously announced, to generate positive earnings for the full year 2016 and contribute approximately SEK 100 million to consolidated earnings before tax (EBT) for the full year 2018. During 2016, we expect the same seasonality pattern as 2015 which means that the result within Qliro Financial Services is expected to be negative in the first quarter of 2016 and thereafter gradually improve during 2016.

During the first quarter of 2016, CDON Marketplace will carry out efficiency measures as part of the company's transformation into becoming the leading online marketplace in the Nordics. The measures include a staff reduction of approx. 35 full time positions at CDON's office in Malmö. The staff reduction affects all departments within the company and will be reported as a non-recurring cost of around SEK 15 million in the first quarter of 2016.

The previously announced expected cost savings associated with Lekmer's warehouse relocation from Falkenberg to Arlandastad have been revised. The cost savings were expected to, after completed relocation and on an annual basis, exceed the relocation costs, which were expected to amount to SEK 15-20 million. The operational disturbances at Lekmer's warehouse have made it clear that the previously expected cost savings will not be reached during 2016. The Company is expected to require at least another one to two quarters in 2016 to stabilise the warehouse operations in terms of efficiency and costs. Thereafter, Lekmer's quarterly earnings are expected to be in line with 2014. Lekmer's sales growth has slowed as a result of the operational challenges at the warehouse. Growth is expected to gradually start increasing again during the second quarter 2016.

No forecast is otherwise being submitted for 2016.

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## Significant events during and after the fourth quarter 2015

### *Niklas Jarl appointed CEO of Lekmer*

Qliro Group announced on 4 December that Niklas Jarl was appointed new CEO of Lekmer.

### *Qliro Payment Solution launched in Denmark*

On 20 October, Qliro AB announced that the Qliro Payment Solution has expanded to Denmark. Lekmer, Tretti and Members were the first stores to introduce Qliro's services to their Danish customers. The payment solution is already launched on Qliro Group's stores in Sweden and Finland, as well as several merchants outside the group.

### *Finnish Tax Administration seeks to impose additional tax on CDON Alandia Ab*

Qliro Group announced on 5 January 2016 that the Finnish Tax Administration has, pertaining to the financial year 2012, decided to impose an additional tax of approx. EUR 3.8 million and a tax increase of approx. EUR 1.9 million against CDON AB's Finnish subsidiary CDON Alandia Ab.

The Tax Administration claims that Åland-registered CDON Alandia, in conjunction with the sale of goods to the Finnish mainland, has reported too little Value Added Tax (VAT) to Finland and shall pay approx. EUR 3.3 million in VAT and that the company has incorrectly reported taxes and shall be charged approx. EUR 0.5 million in additional VAT. The Tax Administration has also decided to charge CDON Alandia with a tax increase of approx. EUR 1.9 million for the financial year 2012. Any additional tax carries delay interest as of the date the taxes falls due.

CDON Alandia maintains that the company has acted correctly and in accordance with applicable law and consequently views the Tax Administration's decision to be incorrect. The company will appeal the decision to the Helsinki Administrative Court in Finland and request that the Tax Administration's decision be annulled entirely. The company will therefore not make any provisions in the accounts for the tax charges.

### *CDON carries out efficiency measures*

On 27 January 2016, Qliro Group announced that the subsidiary CDON carries out efficiency measures as part of the company's transformation into the leading online marketplace in the Nordics.

CDON is going through a transformation to become the leading online marketplace in the Nordics through the development of CDON Marketplace. As part of this transformation, CDON now takes additional measures in order to strengthen the company's future competitiveness and growth potential, but also to align the cost structure with the company's new circumstances. The efficiency measures include a staff reduction of approx. 35 full time positions at CDON's office in Malmö. The staff reduction affects all departments within the subsidiary and will be reported as a non-recurring cost of around SEK 15 million, which will be attributed to the result for the first quarter 2016.

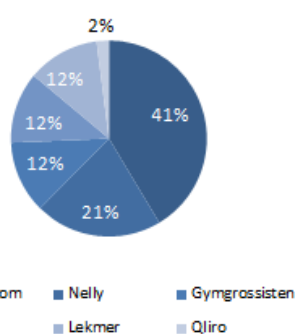
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## The Group's financial summary, excluding divestment of operations and non-recurring items\*

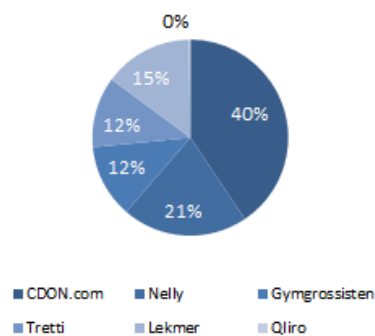
(SEK million)	2015	2014	Change	2015	2014	Change
	Oct-Dec	Oct-Dec		Jan-Dec	Jan-Dec	
Net sales	<b>1,685.5</b>	1,649.7	2%	<b>5,174.1</b>	4,966.7	4%
Gross profit	<b>227.0</b>	218.7	4%	<b>729.7</b>	710.4	3%
Gross margin (%)	<b>13.5%</b>	13.3%		<b>14.1%</b>	14.3%	
EBITDA	<b>7.0</b>	15.2		<b>-23.6</b>	34.6	
EBITDA margin (%)	<b>0.4%</b>	0.9%		<b>-0.5%</b>	0.7%	
EBIT	<b>-5.7</b>	8.0		<b>-65.6</b>	8.6	
EBIT margin (%)	<b>-0.3%</b>	0.5%		<b>-1.3%</b>	0.2%	
Cash flow from operations, excl. Qliro Financial Services' loan book	<b>142.8</b>	256.4		<b>-73.4</b>	74.7	
Cash flow from operations, incl. Qliro Financial Services' loan book	<b>-47.3</b>	86.6		<b>-420.0</b>	-106.5	
Opening inventory balance	<b>691.0</b>	689.3	0%	<b>657.9</b>	506.4	30%
Closing inventory balance	<b>702.0</b>	657.9	7%	<b>702.0</b>	657.9	7%

\* Presented on page 6

Net sales per segment, Oct-Dec 2015



Net sales per segment, Oct-Dec 2014



### Earnings summary

The Group's net sales increased by 2% in the fourth quarter year-on-year. Sales excluding currency effects increased by 3%. The Group's sales were impacted negatively by operational disturbances at Lekmer's new warehouse. For the full year, the Group's net sales increased by 4%, excluding divested operations of the previous year.

The Group's online retailers attracted 84.6 (87.8) million visitors in the fourth quarter and 285.5 (275.3) visitors during the full year. The Group's internet retailers generated 2.8 (2.9) million orders in the fourth quarter and 8.6 (8.5) million orders during the full year.

The Group's gross margin, excluding non-recurring items and divested operations (see page 6), amounted to 13.5% (13.3%) in the fourth quarter. Compared with the same period in 2014, currency fluctuations had a negative impact on the gross margin. During the quarter, mainly Nelly was negatively impacted by a stronger USD and GBP compared with the previous year. In addition, the weakening of the Norwegian krone had a negative effect on net sales. The gross margin for the full year totalled 14.1% (14.3%).

The Group's operating profit (EBIT), excluding non-recurring items and divested operations, totalled SEK -5.7 (8.0) million for the fourth quarter and SEK -65.6 (8.6) for the full year. CDON Marketplace contributed with a

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positive operating profit. Negative currency effects impacted Nelly's operating profit in particular. Investments in Qliro Financial Services had a negative impact of approx. SEK 35 million on the operating profit for the full year. This was in line with plan, and in accordance with previously announced targets the segment's profit has gradually improved. In the quarter Lekmer reported an operating loss, mainly due to the disturbances at Lekmer's warehouse in Arlandastad. In conjunction with the year-end closing, SEK 26 million has been expensed which is related to Lekmer's inventory valuation and is presented under non-recurring items in the fourth quarter.

Consolidated net financial items amounted to SEK -3.8 (-6.6) million for the fourth quarter, and are mainly attributable to costs for credit facilities, interest expenses and negative currency effects, which were slightly offset by interest income. Net financial items for the full year totalled SEK -7.4 (-24.7) million. Net financial items during the previous year were negatively affected by interest expenses connected to the convertible bond which was repaid in full during the end of 2014.

The Group profit before tax totalled SEK -35.7(-10.2) million for the quarter. The Group reported tax revenue of SEK 6.3 (3.2) million for the quarter, as a result of capitalised loss carryforwards. Group profit before tax totalled SEK -130.0 million (8.4) for the full year.

Net income totalled SEK -29.4 (-7.0) million and earnings per share before and after dilution totalled SEK -0.20 (-0.06) for the quarter. Net income totalled SEK -101.6 (5.4) million and earnings per share before and after dilution totalled SEK -0.68 (0.02) for the full year.

## **Cash flow and financial position**

Consolidated cash flow effects from changes in working capital, excluding Qliro financial Services' increased loans to the public in the amount of SEK -190.2 (-169.7) million, totalled SEK 165.9 (250.0) million. The lower cash flow from changes in working capital is mainly attributable to negative cash flow related to an increase in inventories and receivables. Lekmer's, Gymgrossisten's and Tretti's inventory levels were higher than expected at the end of December. During the first half of 2016 the inventory levels in the abovementioned subsidiaries are expected to be reduced and go back to normal levels. This is expected to have positive impact on cash flow.

Consolidated cash flow from operations totalled SEK 142.8 (256.4) million for the quarter. Including Qliro Financial Services' increased loans to the public, cash flow from operations amounted to SEK -47.3 (86.6) million. Cash flow from operations for the full year amounted to SEK -73.4 (74.7) million. Including Qliro Financial Services' increased loans to the public in the amount of SEK 346.6 million, cash flow from operations amounted to SEK -420.0 (-106.5) million.

Consolidated cash flow from investing activities totalled SEK -32.3 (-30.4) million for the quarter and is primarily attributable to product development within Qliro Financial Services and investments in the web platforms and warehouse systems of the other companies. Cash flow from investing activities for the full year amounted to SEK -117.7 (-19.0) million. Cash flow from the previous year was positively impacted by divestment of operations in the amount of SEK 77.2 million.

Cash flow from financing activities amounted to SEK 155.6 (374.8) million during the quarter, which was fully related to Qliro Financial Services' use of credit facilities to finance its expanding loans to the public. Qliro Financial Services' loans to the public totalled SEK 527.8 (181.2) million at the close of the quarter (and year), and was financed by both own funding amounting to SEK 199.8 (181.2) million and utilised credit facilities amounting to SEK -328.0 (0.0) million.

Group cash and cash equivalents, including translation differences, increased during the quarter, totalling SEK 324.2 (534.0) million at the end of the quarter. The Group's net debt amounted to SEK 3.8 (net cash position 534) million and comprises cash and cash equivalents and utilised credit facilities within Qliro Financial Services of SEK -328.0 (0.0) million.

Total consolidated assets on the reporting date grew by 12% year-on-year to SEK 2,651.1 (2,367.9) million. Capital employed amounted to SEK 1,209.2 (780.5) million at the end of the quarter.

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Consolidated equity at the end of the quarter totalled SEK 1,205.4 (1,314.5) million in comparison to SEK 1,240.5 million at the end of the third quarter of 2015. The decrease in the fourth quarter is chiefly attributable to the earnings for the period.

## Summary of divestment of operations and non-recurring items\*

SUMMARY OF DIVESTED ENTITIES AND NON-RECURRING ITEMS (SEK million)	2015	2014	2015	2014
	Oct-Dec	Oct-Dec	Jan-Dec	Jan-Dec
<b>Revenue</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>48.0</b>
Divested entity (Heppo & Rum 21)	0.0	0.0	0.0	48.0
<b>Operating Profit</b>	<b>-26.2</b>	<b>-11.6</b>	<b>-57.1</b>	<b>24.4</b>
CDON	0.0	-11.6	-9.8	-11.6
Lekmer	-26.2	0.0	-42.7	0.0
Gymgrossisten	0.0	0.0	-4.6	0.0
Divested entity (Heppo & Rum 21) inc. other	0.0	0.0	0.0	36.0

\*Excluded from the section "Development per segment" on pages 7-12.

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## Development per segment

### CDON Marketplace\*

(SEK million)	2015	2014	Change	2015	2014	Change
	Oct-Dec	Oct-Dec		Jan-Dec	Jan-Dec	
Gross Merchandise Value, external merchants	<b>88.9</b>	68.4	30%	<b>223.9</b>	145.5	54%
Total Gross Merchandise value**	<b>787.0</b>	735.7	7%	<b>2,058.3</b>	2,024.4	2%
Net sales	<b>706.9</b>	672.6	5%	<b>1,853.5</b>	1,887.8	-2%
EBITDA	<b>18.6</b>	7.9		<b>19.0</b>	4.0	
EBITDA margin (%)	<b>2.6%</b>	1.2%		<b>1.0%</b>	0.2%	
EBIT	<b>15.2</b>	5.7		<b>8.9</b>	-4.0	
EBIT margin (%)	<b>2.2%</b>	0.9%		<b>0.5%</b>	-0.2%	
Cash flow from operations	<b>105.0</b>	130.3		<b>17.8</b>	9.2	
Investments (CAPEX)	<b>-8.5</b>	-6.0		<b>-29.0</b>	-17.6	
Cash flow after investments	<b>96.4</b>	124.4		<b>-11.3</b>	-8.3	
Opening inventory balance	<b>192.2</b>	214.2	-10%	<b>237.9</b>	188.7	26%
Closing inventory balance	<b>236.2</b>	237.9	-1%	<b>236.2</b>	237.9	-1%
Active customers (thousand)***	<b>1,729</b>	1,733	0%	<b>1,729</b>	1,733	0%
Visits (thousand)	<b>31,236</b>	28,228	11%	<b>86,767</b>	82,857	5%
Orders (thousand)	<b>1,285</b>	1,314	-2%	<b>3,500</b>	3,647	-4%
Average shopping basket (SEK)	<b>616</b>	556	11%	<b>590</b>	551	7%

\* Excluding non-recurring items, which are detailed on page 6

\*\* Commission income is replaced with gross merchandise value from external merchants

\*\*\* Past twelve months

CDON Marketplace is a leading marketplace in the Nordics with a product range that covers everything from home electronics to sports and leisure, clothing and shoes, and toys. Sales generated for external merchants rose during the quarter by 30% to SEK 89 (68) million, and by 54% to SEK 224 (145) million for the full year. Gross merchandise value, i.e. net sales including sales generated for external merchants, increased by 7% in the fourth quarter and by 2% for the full year. Net sales and earnings were negatively impacted by currency effects which were mainly attributable to the continued weakening of the Norwegian krone.

Marketplace continued to grow and over 800 external merchants were affiliated at the end of the fourth quarter. CDON Marketplace followed up record sales during Black Friday 2015 with substantial Christmas sales, which contributed to the sales increase in the fourth quarter. Sales of video game consoles, computers and mobile phones increased in comparison to the previous year, which contributed to an increased average order value in the fourth quarter. Sales of media-related products (films, music and games, excl. video game consoles) amounted to 34% (38%) of total net sales in the quarter and 32% (35%) for the full year.

The operating profit was positively affected by the increased sales volumes and a higher gross margin and amounted to SEK 15.2 (5.7) million in the fourth quarter.

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## Nelly

(SEK million)	2015			2014		
	Oct-Dec	Oct-Dec	Change	Jan-Dec	Jan-Dec	Change
Net sales	<b>358.4</b>	343.7	4%	<b>1,197.0</b>	1,102.0	9%
EBITDA	<b>-1.8</b>	-0.8		<b>-11.7</b>	-10.0	
EBITDA margin (%)	<b>-0.5%</b>	-0.2%		<b>-1.0%</b>	-0.9%	
EBIT	<b>-4.1</b>	-2.3		<b>-19.4</b>	-14.7	
EBIT margin (%)	<b>-1.1%</b>	-0.7%		<b>-1.6%</b>	-1.3%	
Cash flow from operations	<b>55.8</b>	41.9		<b>-6.7</b>	-3.4	
Investments (CAPEX)	<b>-7.0</b>	-5.5		<b>-22.3</b>	-20.6	
Cash flow after investments	<b>48.8</b>	36.4		<b>-29.1</b>	-24.0	
Opening inventory balance	<b>258.3</b>	243.4	6%	<b>196.2</b>	124.7	57%
Closing inventory balance	<b>189.5</b>	196.2	-3%	<b>189.5</b>	196.2	-3%
Active customers (thousand)*	<b>1,243</b>	1,229	1%	<b>1,243</b>	1,229	1%
Visits (thousand)	<b>34,067</b>	40,406	-16%	<b>133,383</b>	135,082	-1%
Orders (thousand)**	<b>804</b>	823	-2%	<b>2,766</b>	2,681	3%
Average shopping basket (SEK)	<b>627</b>	573	9%	<b>620</b>	585	6%

\* Past twelve months

\*\* Reported before returns

Nelly comprises the online stores Nelly.com, NLYman.com and Members.com. Nelly's sales were up by 4% in the fourth quarter and by 9% for the full year. Sales excluding currency effects grew by 6% in the fourth quarter and by 9% for the full year. The weakened Norwegian krone represents the negative currency effect in the fourth quarter.

Sales were negatively impacted by, for the season, warm weather. The share of Nelly's sales generated in Sweden during the full year totalled 50% (43%). Growth in the Nordics amounted to 11% in the fourth quarter, driven by continuing strong growth in Sweden. However, Nelly's total growth was dampened by lower sales in markets outside of the Nordics.

The fourth quarter was characterised by campaign-driven sales, due to the warm weather, which had a negative impact on the product margin. Currency effects continued to impact the operating profit negatively in comparison to the same quarter of the previous year. Similarly to previous quarters, Nelly experienced a negative impact on purchasing costs, mainly attributable to the strengthening of USD and GBP.

Other data	2015			2014		
	Oct-Dec	Oct-Dec	Change	Jan-Dec	Jan-Dec	Change
Share, private label sales	<b>37%</b>	33%	3%	<b>36%</b>	31%	5%
Return ratio*	<b>33%</b>	33%	0%	<b>33%</b>	33%	0%
Product margin	<b>43%</b>	43%	0%	<b>44%</b>	47%	-3%
Fulfillment and distribution costs	<b>21%</b>	22%	-1%	<b>21%</b>	25%	-4%
Nordics, share of net sales	<b>92%</b>	87%	5%	<b>90%</b>	89%	1%

\* Past twelve months



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## Gymgrossisten\*

(SEK million)	2015	2014	Change	2015	2014	Change
	Oct-Dec	Oct-Dec		Jan-Dec	Jan-Dec	
Net sales	203.4	200.2	2%	851.9	831.1	2%
EBITDA	10.9	14.8		55.3	68.9	
EBITDA margin (%)	5.3%	7.4%		6.5%	8.3%	
EBIT	10.0	14.0		52.2	65.9	
EBIT margin (%)	4.9%	7.0%		6.1%	7.9%	
Cash flow from operations	-9.6	10.5		48.6	76.3	
Investments (CAPEX)	-0.9	-1.7		-5.1	-6.9	
Cash flow after investments	-10.5	8.8		43.6	69.4	
Opening inventory balance	78.6	85.0	-8%	97.1	85.9	13%
Closing inventory balance	112.2	97.1	16%	112.2	97.1	16%
Active customers (thousand)*	570	527	8%	570	527	8%
Visits (thousand)	5,580	5,014	11%	23,495	20,090	17%
Orders (thousand)	268	271	-1%	1,140	1,087	5%
Average shopping basket (SEK)	753	741	2%	749	768	-3%

\* Excluding non-recurring items, which are detailed on page 6

\*\* Past twelve months

Gymgrossisten comprises the online stores Gymgrossisten, Bodystore and Milebreaker. The segment's net sales increased by 2% in the fourth quarter and by 2% for the full year. Sales excluding currency effects rose by 3% in the fourth quarter and by 2% for the full year. The weakened Norwegian krone represents the currency effect on sales in the fourth quarter.

Sales in Sweden increased in the fourth quarter while the other Nordic countries showed weaker performance. Gymgrossisten's Nordic focus with diminishing market activities outside of the Nordics has continued to result in negative sales growth in these markets. The number of visits has continued to increase, mainly driven by an increase in mobile traffic.

In comparison to last year, the operating profit has been affected by a lower product margin and by negative currency effects, related to purchases in USD and EUR.

Other data	2015	2014	Change	2015	2014	Change
	Oct-Dec	Oct-Dec		Jan-Dec	Jan-Dec	
Share, private label sales	42%	40%	2%	45%	43%	2%
Product margin	35%	37%	-2%	34%	36%	-2%
Fulfillment and distribution costs	14%	13%	1%	13%	13%	0%

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## Tretti

(SEK million)	2015	2014	Change	2015	2014	Change
	Oct-Dec	Oct-Dec		Jan-Dec	Jan-Dec	
Net sales	<b>200.6</b>	193.6	4%	<b>754.0</b>	668.7	13%
EBITDA	<b>0.9</b>	2.2		<b>4.4</b>	6.5	
EBITDA margin (%)	<b>0.4%</b>	1.1%		<b>0.6%</b>	1.0%	
EBIT	<b>0.1</b>	1.5		<b>1.2</b>	3.4	
EBIT margin (%)	<b>0.0%</b>	0.8%		<b>0.2%</b>	0.5%	
Cash flow from operations	<b>-20.0</b>	4.1		<b>-18.1</b>	6.7	
Investments (CAPEX)	<b>-0.8</b>	-0.2		<b>-5.2</b>	-1.3	
Cash flow after investments	<b>-20.8</b>	3.8		<b>-23.3</b>	5.4	
Opening inventory balance	<b>82.4</b>	61.9	33%	<b>61.5</b>	64.2	-4%
Closing inventory balance	<b>79.8</b>	61.5	30%	<b>79.8</b>	61.5	30%
Active customers (thousand)*	<b>289</b>	282	2%	<b>289</b>	282	2%
Visits (thousand)	<b>3,185</b>	3,392	-6%	<b>13,049</b>	11,946	9%
Orders (thousand)**	<b>98</b>	113	-13%	<b>343</b>	336	2%
Average shopping basket (SEK)***	<b>2,091</b>	1,754	19%	<b>2,263</b>	2,058	10%

\* Past twelve months

\*\* Incl. orders via CDON Marketplace

\*\*\* Incl. services sold

Tretti's sales increased by 4% in the fourth quarter and by 13% for the full year. Sales excluding currency effects increased by 4% in the fourth quarter and by 13% for the full year.

Tretti had significant growth in the White Goods category in the fourth quarter, which was offset by a negative impact on Home & Garden as a result of the warm weather and lack of snow. Sales of Small Appliances were weaker compared to the previous year. Overall, this resulted in low sales growth and, thereby, a higher closing inventory balance than the previous year.

Campaigns in connection with Black Friday 2015 led to a significant increase in sales year-on-year, but the campaigns also had a negative impact on the product margin in the fourth quarter. Operating profit in the fourth quarter was slightly lower than the previous year. Operating profit for the full year was negatively impacted by costs associated with the relocation of Tretti's head office and the establishment of the company's physical store in early 2015.

# Qliro Group

## Lekmer\*

(SEK million)	2015	2014	Change	2015	2014	Change
	Oct-Dec	Oct-Dec		Jan-Dec	Jan-Dec	
Net sales	<b>203.1</b>	243.2	-17%	<b>481.8</b>	484.0	0%
EBITDA	<b>-14.8</b>	10.7		<b>-33.1</b>	2.2	
EBITDA margin (%)	<b>-7.3%</b>	4.4%		<b>-6.9%</b>	0.5%	
EBIT	<b>-15.3</b>	10.2		<b>-34.9</b>	0.5	
EBIT margin (%)	<b>-7.5%</b>	4.2%		<b>-7.2%</b>	0.1%	
Opening inventory balance	<b>79.2</b>	84.7	-6%	<b>65.0</b>	42.9	52%
Closing inventory balance	<b>84.0</b>	65.0	29%	<b>84.0</b>	65.0	29%
Active customers (thousand)**	<b>414</b>	408	2%	<b>414</b>	408	2%
Visits (thousand)	<b>10,513</b>	10,808	-3%	<b>28,849</b>	25,348	14%
Orders (thousand)	<b>366</b>	389	-6%	<b>859</b>	782	10%
Average shopping basket (SEK)	<b>556</b>	637	-13%	<b>572</b>	630	-9%

\*Excluding non-recurring items, which are detailed on page 6

\*\* Past twelve months

Lekmer reported a 17% decrease in sales in the fourth quarter and sales in line with 2014 for the full year. Sales excluding currency effects decreased by 16% in the fourth quarter and were in line with 2014 for the full year.

Lekmer's physical store in Barkarby outside of Stockholm continued to perform well and the company also opened a new temporary outlet store, in Infra City outside of Stockholm, in the fourth quarter. Lekmer's private label sales continued to increase and amounted to almost 10% of total sales in the fourth quarter.

The quality in operations at Lekmer's new warehouse in Arlandastad has been significantly below expectation and the fourth quarter was characterized by major disturbances. Lekmer's warehouse operations showed improvement in the beginning of the fourth quarter, until the company had substantial volume increases during Black Friday and the start of the Christmas shopping season. The increased order volumes put significant pressure on the warehouse. Despite new management on site and increased productivity, Lekmer did not achieve the expected warehouse efficiency. At the end of November, the company therefore decided to minimize marketing and sales promotion activities and focus solely on delivering orders that had already been made. As a result, the company had much lower sales and significantly lower earnings compared to the same quarter last year. The underlying operating profit in the fourth quarter amounted to SEK -15.3 (10.2) million.

In conjunction with the year-end closing, an additional SEK 26 million has been expensed. The cost is related to Lekmer's inventory valuation and is presented under non-recurring items in the fourth quarter.

During the quarter, Niklas Jarl was appointed new CEO of Lekmer.

# Qliro Group

## Qliro Financial Services

(Mkr)	2015	2014	Change	2015	2014	Change
	Oct-Dec	Oct-Dec		Jan-Dec	Jan-Dec	
Interest income	8.5	0.2		19.8	0.2	
Other income	33.7	2.0		90.9	2.1	
Total operating income	42.3	2.2		110.7	2.3	
Administrative expenses*	-23.8	-11.6		-80.5	-12.0	
Other operating expenses	-15.8	-3.1		-52.8	-3.1	
EBTDA**	2.7	-12.5		-22.6	-12.8	
EBT**	0.2	-12.5		-30.1	-12.8	
Loans to the public	527.8	181.2		527.8	181.2	
of which externally financed	328.0	0.0		328.0	0.0	
Business volume	952	324		2,579	344	
Orders (thousand)	1,158	407		3,144	428	
Average shopping basket (SEK)	822	794		827	802	

\* Historical figures adjusted for comparison, please see segment table on page 19

\*\*EBT and EBTDA is reported instead of earlier EBIT and EBITDA

Qliro Financial Services' payment solution developed according to plan in the fourth quarter with a total business volume of SEK 952 million. Over 1.4 million unique customers have now used the payment solution since it was launched in December 2014.

Loans to the public amounted to SEK 527.8 (181.2) million at the end of the fourth quarter, corresponding to an increase in the quarter of SEK 190.2 million. The lending was financed in the amount of SEK 328.0 (0.0) million via a contracted credit facility at the end of the quarter.

The fourth quarter was characterised by large business volumes as a result of Christmas shopping and Black Friday. During the busiest periods on Black Friday, Qliro Financial Services handled over 35 transactions per second. The large business volume resulted in Qliro Financial Services reporting a profit before tax for the fourth quarter.

Qliro Financial Services made a series of product improvements in the fourth quarter in order to strengthen its consumer and merchant offering. At the end of the quarter, Qliro Financial Services had 90 full-time employees and its organisation was strengthened through the addition of three new senior managers and several additions to the Product, Credit and Tech functions. The rollout of the payment solution in Denmark is expected to continue in 2016 and Qliro launched the payment solution on three stores in Denmark during the fourth quarter.

# Qliro Group

## Parent company

The parent company, Qliro Group AB, reported sales of SEK 4.7 (8.0) million in the fourth quarter and SEK 19.9 (31.0) million for the full year. Cash and cash equivalents in the parent company amounted to SEK 280.6 (495.3) million at the end of the year.

## Accounting policies

This report was prepared in accordance with IAS 34 Interim Financial Reporting and the Swedish Annual Accounts Act. The interim report for the parent company was prepared in accordance with the Annual Accounts Act. The accounting policies in the Group's consolidated financial statements and the parent company's financial statements have been prepared according to the same accounting policies and calculation methods as the 2014 annual accounts.

## Risks and uncertainties

Several factors could affect Qliro Group's earnings and operations, most of which can be managed through internal procedures but some of which are largely controlled by external factors. Risks and uncertainties include IT and control systems, suppliers, seasonal variations and currencies, new market entries, changes in market conditions and changes in e-commerce spending behaviour. The parent company is also subject to interest rate risks. The 2014 annual report contains a more comprehensive description of the risks and uncertainty factors affecting the Group in the Management Report and under Note 21.

## Transactions with related parties

Related party transactions for the parent company and the Group are essentially of the same character as described in the 2014 annual report.

## Other information

### *2016 Annual General Meeting of Shareholders*

Qliro Group's 2016 Annual General Meeting of shareholders (AGM) will be held on 23 May 2016, in Stockholm, Sweden. Shareholders wishing to have a matter addressed at the AGM should send a written request to [ir@qlirogroup.com](mailto:ir@qlirogroup.com) or to Qliro Group AB (publ), attn: Company Secretary, Box 195 25, 104 32 Stockholm, Sweden. To be certain that a matter can be included in the notice of the AGM, the request must be received no later than seven weeks prior to the AGM. Further details on how and when to give notice to attend will be published in advance of the AGM.

### *Dividends*

The Board of Directors will propose to the 2016 AGM that no dividend be paid to shareholders for the fiscal year ended 31 December 2015, and that retained earnings be carried forward into the 2016 accounts.

### *Nomination Committee for Qliro Group's 2016 AGM*

In accordance with the procedure for the Nomination Committee adopted at the 2015 Annual General Meeting of Qliro Group, Qliro Group's Chairman of the Board has convened a nomination committee to prepare the proposals for the company's 2016 AGM. The Nomination Committee is to consist of at least three members appointed by the largest shareholders in the company who wished to appoint a member. Furthermore, the Chairman of the Board will also be a member of the Nomination Committee. The Nomination Committee ahead of the 2016 AGM consists of Lars-Johan Jarnheimer in his role as the Chairman of the Board, Lorenzo Grabau, appointed by Investment AB Kinnevik, Annika Andersson, appointed by Swedbank Robur Funds, and Jan Särllvik, appointed by Nordea Funds. Lorenzo Grabau was appointed Chairman of the Nomination Committee at the Committee's first meeting.

Information about the work of the Nomination Committee can be found on Qliro Group's website [www.qlirogroup.com](http://www.qlirogroup.com). Shareholders who wish to propose members for Qliro Group's Board of Directors may submit written proposals to [ir@qlirogroup.com](mailto:ir@qlirogroup.com) or to Qliro Group AB (publ), attn: Company Secretary, Box 195 25, 104 32 Stockholm, Sweden.

# Qliro Group

## *2015 annual report*

The 2015 annual report will be available at [www.qlirogroup.com](http://www.qlirogroup.com) and can be obtained from the Company's head office at Sveavägen 151 in Stockholm at least three weeks prior to the 2016 AGM.

## *CDON Alandia*

Finnish customs authorities have been investigating a subsidiary of CDON AB, Åland-based CDON Alandia, on suspicion of tax fraud since 2013. Like other companies in the industry, CDON.com has chosen to serve its Finnish customers from Åland. The company has been in operation since 2007 and has been fully transparent for the relevant authorities, who have routinely reviewed it, including a customs audit in 2010 and a tax audit in 2012. CDON AB is fully assisting in the investigation and is still of the opinion that the company acts in accordance with relevant laws and regulations.

## *Results for the first quarter 2016*

Qliro Group's results for the first quarter 2016 will be published on 19 April 2016.

This report has not been subject to review by the Group's auditor.

27 January 2016

Lars-Johan Jarnheimer  
*Chairman of the Board*

Jens Grede  
*Board member*

Mengmeng Du  
*Board member*

Peter Sjunnesson  
*Board member*

David Kelly  
*Board member*

Patrick Andersen  
*Board member*

Lorenzo Grabau  
*Board member*

Daniel Mytnik  
*Board member*

Paul Fischbein  
*President and CEO*

Qliro Group AB (publ.)  
Sveavägen 151  
Box 195 25  
SE-104 32 Stockholm  
Corporate ID number: 556035-6940

The company will host a conference call today at 10:00 CET.

To participate in the conference call, please dial:

Sweden:	+46 (0)8 5033 6539
International:	+44 (0)20 3427 1916
US:	+1 646 254 3367

The pin code to access this call is 3745808.

To listen to the conference call online, please go to [www.qlirogroup.com](http://www.qlirogroup.com).

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# Qliro Group

For additional information, please visit [www.qlirogroup.com](http://www.qlirogroup.com) or contact:

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*Questions from media, investors and research analysts:*

Erik Löfgren, Head of Communications  
Tel: +46 (0) 700 80 75 06

Email: [press@qlirogroup.com](mailto:press@qlirogroup.com), [ir@qlirogroup.com](mailto:ir@qlirogroup.com)

## **About Qliro Group**

*Qliro Group is a leading e-commerce group in the Nordic region. Established in 1999, the Group has expanded its product portfolio and is now a leading e-commerce player within consumer goods and lifestyle products through CDON.com, Lekmer, Nelly (Nelly.com, NLYman.com, Members.com), Gymgrossisten (Gymgrossisten.com/Gymsector.com, Bodystore.com, Milebreaker.com) and Tretti. The payment service solution Qliro is also part of the Group. In 2015, the Group generated revenue of SEK 5.2 billion. Qliro Group's shares are listed on the Nasdaq Stockholm MidCap list under the ticker symbol "QLRO".*

*The information in this Year-End report is that which Qliro Group AB is required to disclose under the Securities Markets Act. This information was released for publication at 08:00 CET on 27 January 2016.*

# Qliro Group

CONDENSED CONSOLIDATED INCOME STATEMENT (SEK million)	2015 Oct-Dec	2014 Oct-Dec	2015 Jan-Dec	2014 Jan-Dec
Net sales	1,685.5	1,649.7	5,174.1	5,014.9
Cost of goods and services	-1,484.6	-1,440.9	-4,490.8	-4,303.9
<b>Gross profit</b>	<b>200.8</b>	<b>208.7</b>	<b>683.3</b>	<b>711.0</b>
Sales and administration expenses	-245.6	-212.6	-823.1	-717.6
Other operating income and expenses, net	12.9	0.3	17.1	39.6
<b>Operating profit</b>	<b>-31.9</b>	<b>-3.6</b>	<b>-122.7</b>	<b>33.0</b>
Net interest & other financial items	-3.8	-6.6	-7.4	-24.7
<b>Profit before tax</b>	<b>-35.7</b>	<b>-10.2</b>	<b>-130.0</b>	<b>8.4</b>
Tax	6.3	3.2	28.4	-3.0
<b>Net income for the period</b>	<b>-29.4</b>	<b>-7.0</b>	<b>-101.6</b>	<b>5.4</b>
<b>EBITDA</b>	<b>-19.2</b>	<b>3.5</b>	<b>-80.7</b>	<b>59.2</b>
<i>Attributable to:</i>				
Equity holders of the parent	-30.1	-7.6	-101.6	2.8
Non-controlling interests	0.7	0.7	0.0	2.6
<b>Net income for the period</b>	<b>-29.4</b>	<b>-7.0</b>	<b>-101.6</b>	<b>5.4</b>
Basic earnings per share before and after dilution (SEK)	-0.20	-0.06	-0.68	0.02

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME CONDENSED (SEK million)	2015 Oct-Dec	2014 Oct-Dec	2015 Jan-Dec	2014 Jan-Dec
<b>Profit for the period</b>	<b>-29.4</b>	<b>-7.0</b>	<b>-101.6</b>	<b>5.4</b>
<b>Other comprehensive income</b>				
<i>Items that may be reclassified subsequently to profit or loss:</i>				
Translation difference for the period	-6.1	-0.1	-7.9	1.2
<b>Other comprehensive income for the period</b>	<b>-6.1</b>	<b>-0.1</b>	<b>-7.9</b>	<b>1.2</b>
<b>Total comprehensive income for period</b>	<b>-35.5</b>	<b>-7.1</b>	<b>-109.5</b>	<b>6.6</b>
<i>Total comprehensive income attributable to:</i>				
Parent company shareholders	-36.2	-7.8	-109.5	4.0
Non-controlling interests	0.7	0.7	0.0	2.6
<b>Total comprehensive income for the period</b>	<b>-35.5</b>	<b>-7.1</b>	<b>-109.5</b>	<b>6.6</b>

Shares outstanding at period's end	149,269,779	149,269,779	149,269,779	149,269,779
Average number of shares, basic and diluted	149,269,779	119,584,082	149,269,779	114,909,709



# Qliro Group

CONSOLIDATED STATEMENT OF FINANCIAL POSITION CONDENSED (SEK million)	2015 31-Dec	2014 31-Dec
<b>Non-current assets</b>		
Goodwill	455.3	455.5
Other intangible assets	294.2	230.4
<b>Total intangible assets</b>	<b>749.5</b>	<b>685.9</b>
Tangible non-current assets	37.1	28.2
Financial non-current assets	0.0	1.6
Deferred tax asset	95.2	64.6
<b>Total non-current assets</b>	<b>881.7</b>	<b>780.3</b>
<b>Current assets</b>		
Inventories	702.0	657.9
Loans to the public	527.8	181.2
Current non-interest bearing receivables	215.3	214.5
Cash and cash equivalents	324.2	534.0
<b>Total current assets</b>	<b>1,769.3</b>	<b>1,587.6</b>
<b>Total assets</b>	<b>2,651.1</b>	<b>2,367.9</b>
<b>Equity</b>		
Equity attributable to owners of the parent	1,204.7	1,313.8
Non-controlling interest	0.7	0.7
<b>Total equity</b>	<b>1,205.4</b>	<b>1,314.5</b>
<b>Non-current liabilities</b>		
<i>Non interest bearing</i>		
Deferred tax liability	23.4	22.9
Other provisions	3.3	6.8
<b>Total non-current liabilities</b>	<b>26.7</b>	<b>29.7</b>
<b>Current liabilities</b>		
Short term interest bearing loans	328.0	0.0
Current non-interest bearing liabilities	1,091.0	1,023.7
<b>Total current liabilities</b>	<b>1,419.0</b>	<b>1,023.7</b>
<b>Total equity and liabilities</b>	<b>2,651.1</b>	<b>2,367.9</b>

The carrying amounts are considered to be reasonable approximations of fair value for all financial assets and financial liabilities.

# Qliro Group

CONSOLIDATED STATEMENT OF CASH FLOWS CONDENSED (SEK million)	2015 Oct-Dec	2014 Oct-Dec	2015 Jan-Dec	2014 Jan-Dec
Cash flow from operating activities	-23.0	6.4	-93.2	16.0
Changes in working capital	-24.3	80.2	-326.8	-122.5
<b>Cash flow from operations</b>	<b>-47.3</b>	<b>86.6</b>	<b>-420.0</b>	<b>-106.5</b>
Investments in subsidiaries*	0.0	0.0	-0.5	-0.6
Investments in other non-current assets	-32.3	-33.6	-117.2	-95.6
Divested operations	0.0	3.3	0.0	77.2
<b>Cash flow to/from investing activities</b>	<b>-32.3</b>	<b>-30.4</b>	<b>-117.7</b>	<b>-19.0</b>
Acquisition of shares from non controlling interest	0.0	0.0	0.0	-6.5
New share issue	0.0	626.3	0.0	626.3
Utilised credit facilities**	155.6	0.0	330.3	0.0
Amortisation of credit facilities	0.0	-251.6	0.0	-251.6
<b>Cash flow to/from financing activities</b>	<b>155.6</b>	<b>374.8</b>	<b>330.3</b>	<b>368.3</b>
<b>Change in cash and cash equivalents for the period</b>	<b>75.9</b>	<b>431.0</b>	<b>-207.4</b>	<b>242.8</b>
<b>Cash and cash equivalents at period's start</b>	<b>249.1</b>	<b>102.4</b>	<b>534.0</b>	<b>288.9</b>
<b>Translation difference, cash and cash equivalents</b>	<b>-0.8</b>	<b>0.5</b>	<b>-2.3</b>	<b>2.3</b>
<b>Cash and cash equivalents at period's end</b>	<b>324.2</b>	<b>534.0</b>	<b>324.2</b>	<b>534.0</b>

\* Investments in subsidiaries Jan-Dec 2015 comprises SEK 0.5 million acquisition of Fitness Market Nordic AB.

\*\* Utilised credit facilities within Qliro Financial Services

STATEMENT OF CHANGES IN EQUITY CONDENSED (SEK million)	2015 31-Dec	2014 31-Dec
<b>Opening balance</b>	<b>1,314.5</b>	<b>690.9</b>
Comprehensive income for the period	-109.5	6.6
Effects of long term incentive program	0.5	1.4
New share issue	0.0	630.8
Redemption of convertible	0.0	-8.9
Acquisition of shares from non-controlling interests without a change in control	0.0	-6.5
<b>Closing balance</b>	<b>1,205.4</b>	<b>1,314.5</b>

# Qliro Group

NET SALES BY SEGMENT (SEK million)	2015 Oct-Dec	2015 Jul-Sept	2015 Apr-Jun	2015 Jan-Mar	2015 Full year	2014 Oct-Dec	2014 Jul-Sept	2014 Apr-Jun	2014 Jan-Mar	2014 Full year
CDON	706.9	386.6	337.6	422.5	1,853.5	672.6	418.7	360.1	436.5	1,887.8
Lekmer	203.1	86.6	97.2	95.0	481.8	243.2	95.6	79.6	65.5	484.0
Nelly	358.4	246.5	337.7	254.4	1,197.0	343.7	244.2	293.4	220.7	1,102.0
Gymgrossisten	203.4	197.1	205.5	245.9	851.9	200.2	203.6	196.6	230.7	831.1
Tretti	200.6	189.0	189.4	175.0	754.0	193.6	160.3	162.2	152.6	668.7
<b>Total operational business areas</b>	<b>1,672.4</b>	<b>1,105.7</b>	<b>1,167.4</b>	<b>1,192.8</b>	<b>5,138.3</b>	<b>1,653.3</b>	<b>1,122.4</b>	<b>1,092.0</b>	<b>1,105.9</b>	<b>4,973.6</b>
Qliro Financial Services	34.6	25.3	21.2	16.3	97.5	3.2	0.1			3.2
Group central operations	34.6	26.9	34.2	35.8	131.6	47.7	39.8	64.3	71.6	223.3
Of which CGL AB	31.7	26.9	34.2	35.8	128.7	39.7	33.4	36.9	34.2	144.2
Of which divested operations	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.9	28.1	48.0
Eliminations	-56.2	-41.2	-47.3	-48.5	-193.2	-54.5	-41.1	-45.4	-44.3	-185.3
<b>CONSOLIDATED TOTAL</b>	<b>1,685.5</b>	<b>1,116.8</b>	<b>1,175.4</b>	<b>1,196.5</b>	<b>5,174.1</b>	<b>1,649.7</b>	<b>1,121.2</b>	<b>1,110.8</b>	<b>1,133.2</b>	<b>5,014.9</b>
<b>Intersegment sales from other segments</b>										
CDON	10.9	7.1	6.1	6.6	30.6	4.0	1.0	0.9	0.9	6.8
Lekmer	2.1	0.9	1.0	1.2	5.2	0.4	0.0	0.0	0.0	0.4
Nelly	4.7	3.4	3.5	2.8	14.4	1.0	0.2	0.0	0.0	1.2
Gymgrossisten	1.1	1.1	0.8	0.1	3.1	0.0	0.0	0.0	0.0	0.0
Tretti	0.8	0.7	0.6	0.7	2.8	0.7	0.2	0.0	0.0	0.9
Qliro Financial Services	1.9	1.3	1.2	1.3	5.7	0.8	0.1			0.9
Group central operations	34.7	26.8	34.1	35.8	131.3	47.6	39.6	44.4	43.4	175.1
<b>Total</b>	<b>56.2</b>	<b>41.2</b>	<b>47.3</b>	<b>48.5</b>	<b>193.2</b>	<b>54.5</b>	<b>41.1</b>	<b>45.4</b>	<b>44.3</b>	<b>185.3</b>
<b>OPERATING PROFIT BY SEGMENT (SEK million)</b>										
	2015 Oct-Dec	2015 Jul-Sept	2015 Apr-Jun	2015 Jan-Mar	2015 Full year	2014 Oct-Dec	2014 Jul-Sept	2014 Apr-Jun	2014 Jan-Mar	2014 Full year
CDON	15.2	-9.7	-5.8	-0.6	-0.9	-5.9	-0.8	-9.0	0.1	-15.6
Lekmer	-41.5	-12.9	-2.8	-20.4	-77.7	10.2	-1.5	-3.0	-5.2	0.5
Nelly	-4.1	-9.4	3.2	-9.2	-19.4	-2.3	-5.3	3.7	-10.8	-14.7
Gymgrossisten	10.0	8.0	10.6	19.0	47.6	14.0	16.2	14.0	21.6	65.9
Tretti	0.1	0.1	0.1	0.9	1.2	1.5	0.8	0.9	0.3	3.4
<b>Total operational business areas</b>	<b>-20.2</b>	<b>-24.0</b>	<b>5.3</b>	<b>-10.3</b>	<b>-49.2</b>	<b>17.5</b>	<b>9.3</b>	<b>6.6</b>	<b>5.9</b>	<b>39.4</b>
Qliro Financial Services	1.1	-6.2	-10.2	-13.1	-28.3	-12.5	-0.3	-	-	-12.8
Eliminations*	-2.8	-1.0	-1.4	-1.9	-7.2	-1.5	0.0	0.0	0.0	-1.5
Group central operations	-10.0	-9.9	-8.9	-9.0	-37.9	-7.2	-7.5	28.3	-5.8	7.8
Of which divested operations	0.0	0.0	0.0	0.0	0.0	3.0	0.0	35.5	0.6	39.1
<b>CONSOLIDATED TOTAL</b>	<b>-31.9</b>	<b>-41.1</b>	<b>-15.3</b>	<b>-34.3</b>	<b>-122.7</b>	<b>-3.6</b>	<b>1.6</b>	<b>35.0</b>	<b>0.1</b>	<b>33.0</b>
<b>INVENTORIES BY SEGMENT (SEK million)</b>										
	2015 31-Dec	2015 30-Sept	2015 30-Jun	2015 31-Mar		2014 31-Dec	2014 30-Sept	2014 30-Jun	2014 31-Mar	
CDON	236.2	192.2	164.2	170.3		237.9	214.2	187.6	195.3	
Lekmer	84.0	79.2	57.8	59.5		65.0	84.7	51.3	48.5	
Nelly	189.5	258.3	205.0	252.3		196.2	243.4	179.0	165.0	
Gymgrossisten	112.2	78.6	81.4	80.4		97.1	85.0	85.9	83.2	
Tretti	79.8	82.4	77.1	74.5		61.5	61.9	64.6	61.5	
<b>Total operational business areas</b>	<b>701.7</b>	<b>690.7</b>	<b>585.4</b>	<b>637.0</b>		<b>657.7</b>	<b>689.2</b>	<b>568.3</b>	<b>553.5</b>	
Group central operations	0.3	0.2	0.2	0.1		0.1	0.1	0.0	18.4	
Of which divested operations	0.0	0.0	0.0	0.0		0.0	0.0	0.0	18.4	
<b>CONSOLIDATED TOTAL</b>	<b>702.0</b>	<b>691.0</b>	<b>585.6</b>	<b>637.1</b>		<b>657.9</b>	<b>689.3</b>	<b>568.3</b>	<b>571.9</b>	

\* Elimination of transactions between Qliro Financial Services and internal clients, due to differences in phasing of revenues/costs.

# Qliro Group

PARENT COMPANY INCOME STATEMENT CONDENSED (SEK million)				
	2015 Oct-Dec	2014 Oct-Dec	2015 Jan-Dec	2014 Jan-Dec
Net Sales	4.7	8.0	19.9	31.0
<b>Gross profit</b>	<b>4.7</b>	<b>8.0</b>	<b>19.9</b>	<b>31.0</b>
Administration expenses	-14.9	-15.2	-61.0	-59.7
<b>Operating loss</b>	<b>-10.2</b>	<b>-7.2</b>	<b>-41.1</b>	<b>-28.7</b>
Net interest & other financial items	-18.8	-3.4	-8.3	-17.2
<b>Profit / loss after financial items</b>	<b>-28.9</b>	<b>-10.6</b>	<b>-49.4</b>	<b>-45.9</b>
Group contribution received	41.9	125.2	41.9	125.2
Group contribution paid	-154.1	-107.4	-154.1	-107.4
<b>Profit before tax</b>	<b>-141.1</b>	<b>7.1</b>	<b>-161.6</b>	<b>-28.1</b>
Tax	25.2	-1.1	29.7	6.7
<b>Net income for the period</b>	<b>-115.9</b>	<b>6.1</b>	<b>-131.9</b>	<b>-21.4</b>
PARENT COMPANY STATEMENT OF COMPREHENSIVE INCOME CONDENSED (SEK million)				
<b>Profit for period</b>	<b>-115.9</b>	<b>6.1</b>	<b>-131.9</b>	<b>-21.4</b>
<b>Other comprehensive income</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Total comprehensive income for period</b>	<b>-115.9</b>	<b>6.1</b>	<b>-131.9</b>	<b>-21.4</b>

# Qliro Group

PARENT COMPANY STATEMENT OF FINANCIAL POSITION CONDENSED (SEK million)	2015 31-Dec	2014 31-Dec
<b>Non-current assets</b>		
Other intangible assets	1.6	1.3
Equipment	2.5	2.2
Shares and participating interests in group companies	863.0	848.6
Deferred tax asset	93.3	63.6
<b>Total non-current assets</b>	<b>960.4</b>	<b>915.8</b>
<b>Current assets</b>		
Current non-interest-bearing receivables	6.4	257.0
Receivables in Group companies	343.0	128.8
<b>Total current receivables</b>	<b>349.4</b>	<b>385.8</b>
Cash and bank	280.6	495.3
<b>Total cash and cash equivalents</b>	<b>280.6</b>	<b>495.3</b>
<b>Total current assets</b>	<b>630.0</b>	<b>881.1</b>
<b>Total assets</b>	<b>1,590.5</b>	<b>1,796.9</b>
<b>Equity</b>		
Restricted equity	301.7	301.7
Unrestricted equity	885.2	1,016.5
<b>Total equity</b>	<b>1,186.9</b>	<b>1,318.2</b>
<b>Provisions</b>		
Other provisions	0.9	1.4
<b>Total provisions</b>	<b>0.9</b>	<b>1.4</b>
<b>Current liabilities</b>		
Short term interest bearing loans	90.0	90.0
Liabilities to Group companies	297.1	358.6
Non-interest-bearing liabilities	15.6	28.6
<b>Total current liabilities</b>	<b>402.7</b>	<b>477.3</b>
<b>Total liabilities</b>	<b>403.6</b>	<b>478.7</b>
<b>Total equity and liabilities</b>	<b>1,590.5</b>	<b>1,796.9</b>
<b>Pledged assets and contingent liabilities - parent company</b>		
Pledged assets	None	None
Contingent liabilities	203.5	147.1

# Qliro Group

KEY RATIOS	2015	2015	2015	2015	2015	2014	2014	2014	2014	2014
	Oct-Dec	Jul-Sept	Apr-Jun	Jan-Mar	Full year	Oct-Dec	Jul-Sept	Apr-Jun	Jan-Mar	Full year
<b>GROUP</b>										
Sales growth (%)	2.2	-0.4	5.8	5.6	3.2	12.2	18.1	14.6	7.8	12.9
Change in operating expenses (%)	15.5	24.0	6.9	13.9	14.7	14.4	11.6	15.2	8.7	12.6
Operating margin (%)	-1.9	-3.7	-1.3	-2.9	-2.4	-0.2	0.1	3.1	0.0	0.7
Gross profit margin (%)	11.9	13.2	15.2	13.1	13.2	12.7	13.5	16.4	14.9	14.2
Return on capital employed (%)	neg	neg	neg	neg	neg	4.4	8.4	5.9	neg	4.4
Return on equity (%)	neg	neg	neg	neg	neg	0.3	3.7	1.3	neg	0.3
Equity/assets ratio (%)	45.5	54.1	61.0	62.0	45.5	55.7	40.0	41.3	42.6	55.7
Net debt (SEK million)	3.8	-74.4	-237.1	-287.3	3.8	-534.0	136.1	6.1	120.8	-534.0
Cash flows from operations (SEK million)	-47.3	-133.2	-19.5	-219.9	-420.0	86.6	-97.7	72.2	-167.7	86.6
Earnings per share (SEK)*	-0.20	-0.21	-0.07	-0.20	-0.68	-0.06	-0.04	0.17	-0.03	0.02
Equity per share (SEK)**	8.08	8.31	8.52	8.61	8.08	8.81	7.02	7.13	6.91	8.81
Depreciation/Net sales (%)	0.8	0.9	0.8	0.8	0.8	0.4	0.6	0.6	0.5	0.5
Capital Expenditure/Net sales (%)	1.9	2.5	2.6	2.2	2.3	2.0	2.2	2.2	1.2	1.9
No. of active customers (thousand)	4,246	4,230	4,262	4,261	4,246	4,179	3,919	3,821	3,777	4,179
No. of visits (thousand)	84,581	60,563	67,686	72,711	285,543	87,848	59,643	62,563	65,267	275,322
No. of orders (thousand)	2,821	1,779	1,963	2,045	8,609	2,909	1,854	1,871	1,900	8,534
Average shopping basket (SEK)	676	686	700	660	661	635	683	676	643	656
<b>CDON</b>										
No. of active customers (thousand)	1,729	1,723	1,732	1,739	1,729	1,733	1,719	1,730	1,764	1,733
No. of visits (thousand)	31,236	18,830	16,613	20,087	86,767	28,228	17,485	16,603	20,541	82,857
No. of orders (thousand)	1,285	726	652	836	3,500	1,314	773	692	869	3,647
Average shopping basket (SEK)	616	527	583	552	590	556	576	551	523	551
<b>Lekmer</b>										
No. of active customers (thousand)	414	438	435	420	414	408	357	337	319	408
No. of visits (thousand)	10,513	6,331	5,869	6,136	28,849	10,808	5,564	4,484	4,492	25,348
No. of orders (thousand)	366	166	170	157	859	389	153	130	110	782
Average shopping basket (SEK)	556	546	587	622	572	637	640	620	603	630
<b>Nelly</b>										
No. of active customers (thousand)	1,243	1,261	1,288	1,271	1,243	1,229	1,101	1,037	991	1,229
No. of visits (thousand)	34,067	27,186	35,999	36,131	133,383	40,406	29,327	34,108	31,241	135,082
No. of orders (thousand)	804	545	779	638	2,766	823	588	724	546	2,681
Average shopping basket (SEK)	627	646	636	567	620	573	598	602	564	585
<b>Gymgrossisten</b>										
No. of active customers (thousand)	570	562	517	545	570	527	505	488	476	527
No. of visits (thousand)	5,580	5,343	6,062	6,509	23,495	5,014	4,450	4,446	6,180	20,090
No. of orders (thousand)	268	261	280	331	1,140	271	268	249	300	1,087
Average shopping basket (SEK)	753	760	738	747	749	741	766	793	775	768
<b>Tretti</b>										
No. of active customers (thousand)	289	246	291	286	289	282	237	230	227	282
No. of visits (thousand)	3,185	2,873	3,143	3,848	13,049	3,392	2,819	2,922	2,813	11,946
No. of orders (thousand)	98	81	82	83	343	113	73	75	75	336
Average shopping basket (SEK)	2,091	2,418	2,353	2,206	2,263	1,754	2,269	2,244	2,122	2,058

\* Earnings per share for the periods Jan-Dec 2015 and Jan-Dec 2014 have been calculated on the average number of outstanding shares for the respective periods. The weighted average number of shares for the period Jan-Dec 2015 is 149,269,779 and for the period Jan-Dec 2014 the weighted average number of shares amounted to 114,909,709.

\*\* Calculated on present number of shares, which per Dec 2015 amounts to 149,269,779.

## Definitions

Gross profit margin	Gross profit as a percentage of net sales. Gross profit includes costs directly attributable to the goods sold, fulfillment costs, and shipping
Equity/assets ratio	Equity plus non-controlling interests as a percentage of total assets.
Net debt (+) / Net cash (-)	Interest-bearing liabilities less interest-bearing current and non-current assets and cash and cash equivalents.
Return on equity	Net income for the last four quarters as a percentage of average equity for the last four quarters.
Return on capital employed	Operating income for the last four quarters as a percentage of average capital employed for the last four quarters.
Earnings per share	Earnings for the period attributable to the parent company's shareholders divided by average number of shares for the period.
Equity per share	Equity attributable to the parent company's shareholders divided by the number of shares at the end of the period.
Capital Expenditure/Net Sales	Investments in tangible non-current assets divided by Net sales for the period.
No. of active customers	Number of customers that have shopped at least once during the past 12 months.
No. of visits	Gross number of visits to the Groups online stores.
Average shopping basket	(Internet sales + postage income) / No. Incoming orders
Average shopping basket - Tretti	(Internet sales + postage income + sold services) / No. Incoming orders