

QLIRO

TERMS AND CONDITIONS

CONVERSION GUARANTEE CAMPAIGN

1. OVERVIEW

These Terms and Conditions (the “Terms”) govern the participation of merchants (the “Participant”) in the Qliro A/B Test Campaign (the “Campaign”) organized by Qliro AB (“Qliro”). By entering the Campaign, Participants agree to abide by these Terms.

2. CAMPAIGN PERIOD

The Campaign runs from October 5, 2026, until December 11, 2026 (the “Campaign Period”). Qliro reserves the right to end the Campaign sooner in Qliro’s sole discretion. The A/B test (the “Test”) must be conducted over a period of 4 weeks, and Participants must be live with Qliro and the Test by November 18, 2026, to qualify.

To be eligible to participate in the Campaign, the Participant must meet the following criteria:

2.1 Non-Existing Customers: The Participant cannot be live with Qliro as a payment solution in any market at the time of entry.

2.2 Transaction Volume and Turnover: The Participant must handle a weighted average of at least 7000 reservations per month across the Nordic markets where the Test will be conducted. A reservation is defined as a completed purchase where the consumer has received a confirmation about fulfilled purchase. The Participant must also have a minimum Sales of 10 Million SEK per month.

2.3 Technical Capability: The Participant must have the technical ability to perform a parallel A/B test on their checkout solution. This includes routing customers 50/50 to two different checkout solutions and capturing the outcome of both solutions in terms of completed reservations. The Participant must have a technical setup that allows a by Qliro selected neutral analytics agency (“the Agency”) -to validate the setup of the A/B test, the routing of the traffic to be 50/50 and the final results of the Test.

2.4 Eligible Business Type: The Campaign is only open to e-stores that operate within the traditional e-commerce industry, i.e. online retail, and that meet Qliro’s general acceptance criteria for becoming a Qliro merchant, e.g. financial stability, and legal requirements. The Campaign is not valid for businesses who have their main transaction volume within the industries travel, ticketing, events, digital products or any industry not supported by Qliro services. The Campaign is only available for Participants using one of Qliro’s supported e-com platforms. The Campaign is only available for Participants who have Qliro Checkout Gen 4 integrated and not a Paylink, Payment widget or a Shopify integration where not the full Checkout Gen 4 is used.

2.5 Platform and Integration Requirements: The Campaign is only available for Participants using one of Qliro's supported e-commerce platforms. Participants operating their e-store on Shopify are not eligible to participate in the Campaign. The Participant must have Qliro Checkout Gen 4 fully integrated. Integrations via Paylink or Payment widget, or any other integration

where the full Qliro Checkout Gen 4 is not used, do not qualify. To qualify, the Participant must also use Qliro Upsell and/or Qliro Fasttrack as part of the integration.

2.6 Collaboration Agreement: The Participant must enter into a merchant collaboration agreement with Qliro, in form and substance determined by Qliro, regarding Qliro's checkout service (the "Collaboration Agreement"), to become a customer. These Terms will be included as part of the Collaboration Agreement.

3. A/B TEST CONDITIONS

The A/B test will be conducted under the following conditions:

3.1 Geographic Scope: The Test will be conducted in Sweden, Norway, Finland, and Denmark, depending on where the Participant operates, with the Test being evaluated as an average across these markets.

3.2 Test Setup: Participants must ensure that the A/B test setup allows for a 50/50 split of customers between the two different checkout solutions and that the checkout conversion, as defined by the Agency, can be measured for both the orders processed by Qliro as well as by the Participant's alternative checkout solution.

3.3 Monitoring and Evaluation: The Test will be monitored and evaluated by a neutral third party, the Agency, a performance agency. The evaluation will determine whether the Participant's checkout solution outperforms Qliro's in terms of conversion rates. The conversion rate is defined as the rate of transactions coming out of the checkout funnel (as reservations) compared to the transactions entering the checkout. The exact point of measurement will be approved by the Agency and can vary depending on the participant's technical setup.

4. TEST METHODOLOGY

4.1 Methodology: The Test will be conducted through an A/B test in collaboration with the Agency, carried out as follows: The evaluation will begin on a mutually agreed start date, but not before the Participant has confirmed that they are ready to activate an A/B test that evaluates Qliro's checkout against the Participant's current checkout solution, and the Agency as confirmed that the test is set up in a measurable way and that they can validate and continuously monitor that at least 50% of the traffic is directed through Qliro's checkout. The Test will also first start when the Participant has been integrated (According to Qliro's integration best practices, including Banners & Widgets) and live with Qliro Checkout Gen 4 for at least 1 week to ensure a functioning integration. The Test will commence during four weeks after the start date (the "Test Period"). The Test will be evaluated based on the checkout conversion rate according to the Agency as an average for all markets on which the Participant operates which are included in the scope of this Campaign (Sweden, Norway, Finland and Denmark) and during the full Test Period. Qliro needs to be able to show a checkout conversion rate (as defined above in 3.3) that is greater than the alternative checkout solution's checkout conversion rate or else the Participant will be compensated according to paragraph 6 in these Terms. No Compensation will be awarded should the Test fail due to e.g. human error or technical errors.

4.2 Loyalty and Transparency: Both parties are required to act in good faith towards each other during the Test Period. They must make every effort to ensure that the Test Period and the achieved conversion rate are representative of what the Participant can reasonably expect during the Test Period. The parties must also ensure that the test is performed on an as equal basis as possible between the two checkouts being tested, this includes the payment methods and shipping options available to customers, how these are presented, fees connected to these, and the conditions applied to each payment method.

5. COMPENSATION & TERMINATION

5.1 Compensation: Any Participant demonstrating a higher conversion rate than Qliro's checkout solution, as validated by the Agency during the Test Period (according to paragraph 5 of these Terms), will receive a compensation of 1 million SEK including VAT (the "Compensation").

5.2 Contract termination: If Qliro fails to meet the conversion level requirements during Test as defined above, Qliro will have the possibility to run the A/B test for another 2 months once the original Test has ended to learn and to get a more significant result. Once that final period of two months has ended, the Participant has the right to terminate the Collaboration Agreement without any notice period.

6. GENERAL CONDITIONS

6.1 Acceptance of Terms: By entering the Campaign, Participants agree to be bound by these Terms and any decisions made by Qliro, which are final and binding in all matters related to the Campaign.

6.2 Modifications: Qliro reserves the right to modify, suspend, or terminate the Campaign at any time, with or without notice, in its sole discretion.

6.3 Disqualification: Qliro reserves the right to disqualify any Participant who does not comply with these Terms or who engages in fraudulent or deceptive practices.

6.4 Campaign Termination: Qliro has the right to at any point in time end the Campaign. This means that Qliro has the right to deny new Participants to enter the Campaign as well as canceling all ongoing Tests for Participants. No Compensation will be paid out to Participants with canceled Tests, however the Participant in such a case has the right to terminate their Collaboration Agreement with Qliro without any notice period.

7. MARKETING

7.1 External Mentions: Qliro is permitted to mention the Participant's name in external channels upon a confirmed conversion uplift with Qliro (e.g., on the website, in press releases, on social media, in ads).

7.2 Logo Usage: Qliro is permitted to use the Participant's logo on the website, in materials, presentations, and for other marketing purposes.

7.3 Press Releases: Qliro has the right to issue a joint press release with the Participant.

7.4 Reference Case: Qliro has the right to create a reference case with the Participant based on the positive results for marketing purpose.

7.5 Collaborative Marketing Campaign: Qliro has the right to conduct a marketing campaign in collaboration with the Participant based on the positive results.

7.6 Communication Restrictions: The Participant is prohibited from publicly and internally communicating and market the outcome of the Test without prior written consent from Qliro.

7.7 Liability for Breach: Participant is liable to compensate Qliro for any damages incurred due to Participant's breach of section 7.6 above.

8. LIMITATION OF LIABILITY

Qliro shall not be liable for any direct, indirect, incidental, or consequential damages arising out of or in connection with the Participant's participation in the Campaign, including but not limited to technical malfunctions, network issues, or unauthorized human intervention.

9. GOVERNING LAW AND DISPUTE RESOLUTION

These Terms are governed by and construed in accordance with the laws of Sweden. Any disputes arising from or in connection with these Terms or the Campaign shall be resolved in accordance with what is stipulated in the Collaboration Agreement between the parties.

10. CONTACT INFORMATION

For any questions or inquiries regarding the Campaign or these Terms, [please contact Qliro here.](#)