

## Goobit Introduces SEK Card Payments

**Goobit Group AB's subsidiary, Goobit AB ('Goobit' or 'the Company'), announces that the Company has launched SEK card payments via its partnership with a leading global payment service provider. This marks an important milestone in Goobit's ongoing efforts to provide customers with more flexible and efficient payment options.**

The new card payment feature enables Goobit's users to conveniently pay using their debit or credit cards in SEK. This addition is a critical step in enhancing the platform's accessibility and streamlining the transaction process for Goobit's customers.

The launch of SEK card payments aligns with Goobit's mission to make bitcoin trading more accessible to a broader audience. By providing multiple payment methods, Goobit aims to lower the barrier of entry for customers, encouraging wider participation in the growing cryptocurrency market. Goobit is also in the process of implementing additional SEK payment methods.

### **A part of a larger collaboration**

The card payment functionality is just the beginning of Goobit's expanded collaboration with the payment service provider. Known for its excellence in improving conversion rates, the provider will play a key role in optimizing the success rate of transactions on Goobit's platform.

"Offering card payments is an important development for Goobit. By leveraging our partner's advanced payment infrastructure, we can now offer our customers a faster and more seamless payment experience, further strengthening our position as a user-friendly platform for bitcoin transactions," says Christian Ander, CEO and Founder of Goobit Group.

### **For further information, please contact:**

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### **About Goobit Group | BTCX**

Goobit Group AB (publ) operates in the financial sector. The company launched the world's longest running Bitcoin exchange BTCX in 2012. Goobit is Sweden's leading Bitcoin company in financial services and education. The company offers exchange services of fiat currencies to Bitcoin and has so far exchanged over 2.0 billion SEK. The company's most well-known brands are BTCX Express and Standard Bitcoin Exchange (BTCX). In addition to exchange services, the company also offers services in anti-money laundering (AML Desk) and compliance for crypto assets. Goobit Group AB (publ) was registered in 2013 and is a group with operations in the wholly-owned subsidiaries Goobit AB, Goobit Blocktech AB, and Goobit Exchange AB. Goobit AB targets private individuals, corporate customers, and financial institutions. The group has its headquarters in Gamla Stan, Stockholm, Sweden.

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For more information, see Goobit's website [www.goobit.se](http://www.goobit.se)

### **Attachments**

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