

New Nordic partner successes for Resurs

Resurs strengthens its position as the leading payment solutions partner for e-commerce and physical stores in the Nordics through five new agreements including new partnerships with Smarteyes, Porsche and the Burdock Outdoor Group as well as geographically extending the scope of existing agreements with Daikin and Vianor.

– The announcement of these new agreements with these well-established merchants across the Nordics is strong proof that we are at the forefront of meeting the needs of merchants and their customers for seamless cutting-edge payment solutions, regardless of industry, says Magnus Fredin, CEO of Resurs.

In some cases, it is a completely new partner, while in others existing agreements are being extended geographically to cover new Nordic markets.

Daikin: Financing sustainable heating

Daikin, the heat pump manufacturer, has had a well-established collaboration with Resurs in Norway for several years. Daikin has now chosen to extend the partnership with Resurs to Finland for financing solutions on the Finnish market.

– Daikin Finland has decided to partner with Resurs to be able to provide flexible funding alternatives to our dealers and consumers. Being able to finance your heat pump purchase through partial financing is a good option that frees up equity for other purposes, says Mikko Ropponen, General Manager, Daikin Finland.

"Smart Freedom" with Smarteyes in Denmark

Smarteyes is owned by Synoptik and has 18 stores in Denmark. Through the "Smart Freedom" concept, they offer part payment of glasses and other products.

– Smarteyes was looking for a partner, with a focus on buying experience and a partner who offers easy processes, which can support the stores and employees in the daily work, to ensure that our end-customers get the right solution, says Kasper Pedersen, Sales Manager for Smarteyes Denmark.

Burdock Outdoor Group: Financing solutions for hunting, fishing and the outdoors in partnership with Resurs

Two of the Nordic region's leading hunting, fishing and outdoor players - Jaktia and Interjakt - joined forces in the fall of 2023 to form the Burdock Outdoor Group, with a combined chain turnover of approximately SEK 2 billion. After successfully collaborating with Resurs on the Jaktia Pay concept for several years, the new agreement also applies to financing solutions for all Interjakt stores. Altogether, the agreement covers about 100 stores in the now merged chains.

– Burdock Outdoor Group consists of franchisees through the franchise chain Jaktia, who want and need to be able to offer their customers a generous and flexible financing offer. Resurs was able to meet our needs in the best way, which we are very happy about, says Sebastian M. Slettengren, CFO at Burdock Outdoor Group.

Vianor: The Nordic region's largest chain of tire and car repair shops

Vianor, the Nordic region's largest chain of tire and car repair shops, has been cooperating with Resurs in Sweden and Norway for several years. Vianor is now also signing an agreement with Resurs for financing solutions in the Finnish market.

– Vianor offers high-quality tailored solutions to meet our customers' needs, and we make it visible through our four unique service promises. One of them is care free payment, and the Vianor account provided by Resurs is a crucial part of this. The account helps with cross- and up-selling and gives flexible options to the customer. We chose Resurs because the brand is well-known and reliable, and provided good commercial terms, says Vesa Laitinen, business area manager B2C for Vianor Oy.

Exclusive benefits with the Porsche Card

From March 2024, Porsche customers in Sweden will be offered a premium Mastercard through a new partnership between Porsche and Resurs. With the card, the Porsche customers receives exclusive benefits such as access to airport lounges and travel insurance, as well as the opportunity for unique experiences.

– We always strive to find partners who share our view on the importance of quality. We feel confident that Resurs will deliver a Porsche Card that meets both our and our customers' high expectations, says Martin Wisnander, Head of Business Development, Porsche Sweden.

About Resurs' payment solutions

Resurs operates throughout the Nordic region and cooperates with a number of retailers with operations in several countries. Today, Resurs collaborates with several of the Nordic region's largest brands on financing solutions.

Some of the partners who have chosen Resurs are: **NetOnNet, Webhallen, Gigantti, Bauhaus, POWER, Biltema, Synsam, Gekås, Ving, Mekonomen, Jysk, Mio, Ticket, BMW, Euronics** and **Komplett**.

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ABOUT RESURS

Resurs is a leading bank in the Nordics with a simple philosophy: we want to create balance in people's personal finances. On that foundation, we develop offers and services within loans, savings and payments for retail and e-commerce that are based on people's everyday lives, and that will create long-term value for our customers and for society. Today, we have a customer base of slightly more than 6 million customers and 658 employees in the Nordic region.

Attachments

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