

## Electronics chain POWER chooses Resurs for financing services in Finland

**POWER has signed an agreement with Resurs for its 43 stores and its e-commerce operations in Finland.**

POWER started in Denmark in 2015 and in the spring of 2016 the first stores were opened in Finland. Today, there are 269 stores spread over four Nordic countries with a total of 6,000 employees, of which 700 are in Finland.

The collaboration with Resurs applies to all 43 stores in Finland, as well as e-commerce.

– At POWER we do things effectively and challenges are solved quickly. The customer's interest is at the center of everything we do. Resurs' payment solutions are a very good fit for us, says Juha-Mikko Saviluoto, CEO at POWER Finland.

Resurs' offer to POWER is based on a customized customer journey with the goal of providing customers with the best possible financing solutions, in physical stores as well as online.

– With our services, we will contribute to customer loyalty, increased conversion and the best possible customer experience for POWER and their end customers, says Kim Wikström, Commercial Director Corporate for Resurs in Finland.

When POWER now signs an agreement with Resurs, it is further proof that Resurs' ongoing transformation journey is yielding results. Many years of solid knowledge of physical retail combined with a competitive e-commerce offer creates a strong combination.

– It is with pleasure that I can state that a major player like POWER chooses Resurs for financing solutions of the future. We are now looking forward to a long-term and close collaboration with POWER, says Sofie Tarring Lindell, interim CEO at Resurs.

### **MORE INFORMATION:**

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## **ABOUT POWER**

POWER Finland is a company owned by POWER International. POWER International is owned by AWILHELMSEN AS and Dolphin Invest AS Øivind Tidemandsen. POWER are today present in Sweden, Denmark, Norway and Finland, and has a total of 6,000 employees in 269 stores.

## **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 650 employees in the Nordic region.

## **Attachments**

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