

Resurs signs agreement with Åhléns

Åhléns is one Sweden's most popular brands with almost 50 department stores across Sweden, e-commerce via [ahlens.se](https://www.ahlens.se) and over 2.5 million members in its customer club. Åhléns has now signed an agreement with Resurs to further strengthen the relationship and the offer to its customers.

Resurs is a leading player in the Nordics with many years of experience in serving merchants of all sizes with a competitive suite of product offerings. This position is now further strengthened with the new partnership with Åhléns.

Åhléns today has a turnover of approximately SEK 5 billion, has approximately 3,000 employees and approximately 60 million visitors annually in its department stores. Åhléns Outlet and Designtorget are subsidiaries, and the main owner and CEO is Ayad Al-Saffar.

– The fact that we sign an agreement with Åhléns testifies that we have one of the market's most flexible offers in payment and financing solutions. With our completely unique and innovative approach our ambition is to create even further value for Åhléns' customers, says Magnus Fredin, CEO at Resurs.

– With the ambition to offer Sweden's most loved loyalty program, the collaboration with Resurs Bank is now an important part of the change and development journey that we have now started with the Åhléns' membership program. A collaboration that will contribute to our members receiving a higher and faster point reward and many new benefits, says Thomas Engelhart, CCO and CMO at Åhléns.

The core of the collaboration is a bonus program card that further strengthens Åhléns' existing customer club offer, among other things by giving Åhléns points for purchases worldwide. The card is one of the first fully virtual bonus program cards in the Nordics and will be launched in the autumn. In addition to a flexible payment plan, the card will also provide unique member benefits.

Contact for more information:

Resurs: Måns Renntun, Chief Communication & Marketing Officer, +46-709-849620, mans.renntun@resurs.se

Åhléns: Monica Hultgren, Communication Officer, +46-70 556 4583, mhu@ahlens.se

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

[Resurs signs agreement with Åhléns](#)