Resurs

PRESS RELEASE
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Sembo expands payment options through partnership with Resurs

Sembo, part of Stena Line Travel Group, can now offer customers across the Nordics flexible payment options through a new partnership with Resurs. The partnership further strengthens Resurs' position as a leading partner for retail and financing solutions in the Nordic region.

Whether it is a weekend getaway or a longer dream holiday, planning, booking and paying for a trip should be simple and flexible. Through the partnership with Resurs, Sembo can now offer its customers flexible financing solutions tailored to their individual circumstances.

– We want to give our customers as much flexibility as possible, both when putting together their trip and when choosing how they want to pay for it. We are therefore pleased to partner with Resurs Bank, enabling us to once again offer instalment payment options in our Scandinavian markets, says **Anders Elmgren**, General Manager at Sembo Group.

The partnership recently went live and includes invoice and instalment payment options, with the aim of helping to increase conversion and sales.

– Our ambition is to be the leading partner in the Nordics for merchants looking to offer flexible and attractive financing solutions to their customers. Our new partnership with Sembo further strengthens our position and demonstrates that we offer some of the market's most competitive, seamless and secure financing solutions, says **Magnus Fredin**, CEO of Resurs Bank.

For more information
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ABOUT SEMBO
Sembo is part of Sembo Group, which is part of Stena Line Travel Group AB. Headquartered in Helsingborg, Sembo is challenging the traditional travel industry through innovative technology and AI-powered solutions. With its proprietary booking platform, Sembo makes it easier and more inspiring to discover, combine and book travel. By enabling travellers to combine multiple destinations, accommodation options and modes of transport in a single booking, Sembo is creating a new, flexible way to travel, entirely on the traveller's own terms.

ABOUT RESURS

Flexible payments and finances, made easy. At Resurs Bank, we make it easier for individuals and businesses across the Nordics to realize their ambitions – every day. For nearly 50 years, we've been a trusted financial partner, creating long-term value for our customers, our partners, and the communities we proudly serve and are a part of. Today, we have a customer base of approximately 6 million customers and 812 employees in the Nordic region.

ATTACHMENTS

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