

Westpay signs agreement with Direkten

Westpay AB (“Westpay”), a leading fintech company, expands its reach and footprint on the Swedish payment market. Direktbutikerna Scandinavia AB (“Direkten”) and Westpay have signed an agreement that will make Westpay’s suite of payment services available to their stores.

This collaboration will introduce advanced, secure, and flexible payment terminals that integrate seamlessly with Direkten’s POS-system, improving the checkout process for both customers and staff.

- *Direkten is the premier brand for convenience stores in Sweden. They are well known and set the standard within their vertical. I am very pleased that Westpay managed to attract a partner known for their high demands. We look forward to transforming the retail experience together with Direkten., says Jeanette Svedjeholm, CSO at Westpay AB.*

Direkten is one of Sweden's leading membership organisation, acting as a retail chain for independent convenience store merchants. Partly owned by its membership stores, Direkten currently includes 162 stores and another 130 convenience stores are associated with Direkten.

- *Direkten strives to attract the best partners and suppliers for our member stores. Having a qualified, reliable and future proof payment solution is no exception. Westpay has a strong offering and a good track record. I am looking forward to introducing their solution to our wide range of Direkten stores, says Richard Björkman, Category Manager at Direktbutikerna Scandinavia AB*

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Redeye AB is the company’s Certified Adviser.

About Westpay

Westpay is a full-service Fintech- and Payment Solution Provider that offers solutions that simplify payments and amplifies the overall customer experience. If you represent a restaurant, hotel, store, in-store, or e-commerce, and looking for a payment solution that adds value, we can help you all the way. The company is represented globally, headquartered in Stockholm, Sweden and is listed on Nasdaq First North Growth Market.

Learn more at: westpay.se

Attachments

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