

Elgiganten Denmark chooses Resurs

Elkjøp Nordic, the largest electronics chain in the Nordic region, has chosen Resurs's financing solutions for Elgiganten's customers in Denmark.

The collaboration between Elkjøp Nordic and Resurs started in 2023 when Elkjøp's Finnish part Gigantti chose to offer Resurs financing products to its customers. Now that the Danish part is incorporated into the collaboration, the relationship takes a big step forward.

Elgiganten is the market leader in Denmark, and the collaboration includes the chain's 49 stores in the country as well as their e-commerce at elgiganten.dk. For the physical stores, an in-store solution has been developed that is fully integrated into Elgiganten's customer system via API. The same applies to the e-commerce solution, which means that regardless of whether the customer meets Elgiganten in store or online, the experience is the same. With the help of a special Elgiganten account, the conditions are created for long-term, loyal customer relationships.

The collaboration went live in mid-August.

– Resurs has the market's strongest offering in financing solutions for the Nordic region's leading retailers. Retail and electronics are deeply rooted in our DNA, and we are very happy that our collaboration with Elkjøp Nordic is now developing. This is also a clear acknowledgement of our strategy to strengthen our position in retail finance, says **Magnus Fredin**, CEO of Resurs.

– We are pleased to expand our strong collaboration with Resurs Bank to our operations in Denmark. With Resurs' solutions, Elgiganten's customers will enjoy a simpler, faster, and smoother customer journey when making purchases on credit – both in-store and online. With an "Elgiganten Account" at Resurs, our customers will have a clear overview of used and available credit, and the credit limit can easily be used for new product purchases should the need arise in the future, says **Trond Samuelsen**, Category Director Financial and Commercial Services.

MORE INFORMATION:

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ABOUT ELKJØP NORDIC

Elkjøp Nordic is the leading electronics retailer in the Nordics, serving millions of customers across Norway, Sweden, Denmark, and Finland through 415 stores and one of the region's biggest ecommerce sites. We are the market leader in all markets, offering a wide range of products from computing and telecom to home appliances. Backed by 10 000 dedicated and highly knowledgeable colleagues, Elkjøp Nordic is committed to helping everyone enjoy amazing technology.

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 754 employees in the Nordic region.

Attachments

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