

## Mio extends its partnership with Resurs

**The leading home furnishings chain Mio is now extending its long-term agreement with Resurs for financing solutions in stores and online. Resurs thereby further strengthens its position as a leading financing solution partner in the Nordic region.**

With the help of Resurs's smart financing solutions, Mio can deepen its customer relationships and create added value for its customers, which leads to improved sales opportunities.

– We are convinced that we have the market's strongest offering in financing solutions for the Nordic region's leading retailers. This is a core area that forms the heart of our business, and it is therefore with particular pride that we can now announce that our long and successful relationship with Mio is being extended, says Magnus Fredin, CEO of Resurs.

As part of the extension, Mio and Resurs have jointly further developed payment methods that meet consumer needs and lay the foundation for continued growth for Mio. The extended collaboration also includes an updated API integration.

Sales in the entire Mio chain amounted to SEK 6.2 billion during the 2023-2024 financial year. Mio currently has stores in over 73 locations in Sweden as well as e-commerce, and has a market-leading position in sofas, armchairs and beds.

– We are very pleased with the collaboration. In the new agreement, we have been able to shape payment methods and consumer offerings together with Resurs according to our customers' needs and demands. We will have the opportunity to activate different financing products for different periods, campaigns and occasions, which creates a flexibility that we are looking for, says Björn Lindblad, CEO of Mio.

### **More information:**

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## **ABOUT RESURS HOLDING**

Resurs Holding (Resurs), which operates through the subsidiary Resurs Bank, is the leader in retail finance in the Nordic region, offering payment solutions, consumer loans and niche insurance products. Since its start in 1977, Resurs Bank has established itself as a leading partner for sales-driven payment and loyalty solutions in retail and e-commerce, and Resurs has thus built a customer base of approximately six million private customers in the Nordics. Resurs Bank has had a banking licence since 2001 and is under the supervision of Finansinspektionen. The Resurs Group operates in Sweden, Denmark, Norway and Finland. At the end of the fourth quarter of 2024, the Group had 673 employees and a loan portfolio of SEK 39.9 billion. Resurs is listed on Nasdaq Stockholm.

## **Attachments**

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