

Tuudo launches new credit card program powered by Resurs

Hundreds of thousands of students across Finland already rely on the Tuudo app for their daily academic needs. Through the new partnership with Resurs, they can now also apply for the Tuudo Mastercard directly within the app, providing them with greater financial flexibility in their everyday lives.

Tuudo is one of Finland's leading student platforms, used by more than 300,000 students across 30 higher education institutions and 12 upper secondary schools. The app seamlessly brings together essential student services, campus benefits, and career opportunities into a single digital ecosystem.

Through its new partnership with Resurs, Tuudo is expanding its offer to include embedded financial solutions.

Benefits include flexible monthly payments, the ability to shop now and pay later, up to six months of interest-free payment terms, and complimentary travel insurance.

– We are excited to partner with Tuudo to bring a tailored, modern payment solution to the Finnish student market. This launch demonstrates our capability to seamlessly integrate scalable financial services into our partners' existing digital ecosystems. By combining Tuudo's exceptional reach in the student demographic with our go-to-market expertise in payments, we have created a co-branded offering that empowers students with greater control over their personal finances, says **Alexander Burman**, Head of Consumer Commercial at Resurs.

– Our ambition is to make everyday student life easier by bringing all vital services and benefits together in one app. Through our partnership with Resurs, we can now offer the Tuudo Mastercard as an additional, high-value tool that significantly enhances our users' financial flexibility, says **Pasi Maronen**, CEO of Tuudo.

For more information:

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ABOUT TUUDO

Tuudo is a digital student platform used by more than 300,000 students in Finland. The app brings together study-related services such as schedules, course information, restaurant menus, and student benefits, while also providing access to internships, job listings, and career opportunities.

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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