

Clar completes acquisition of Lendo Group

Clar Global AB (publ) ("Clar") has completed the acquisition of Lendo Group from Vend Marketplace ASA. Through this transaction, Clar establishes a strong position in Scandinavia, where Lendo Group is a leading credit broker.

Scandinavia is one of the world's most developed markets for digital financial services, with high digital maturity and strong technical infrastructure. Lendo Group's leading market position in Sweden, Denmark and Norway, together with Clar's operations in the rest of the world, create favourable conditions for continued growth and further development of Clar's offering. The acquisition is an important step in Clar's ambition to build a global platform for credit brokerage, with strong local brands.

"We see great potential in combining Lendo Group's strong position in Scandinavia with Clar's international platform. Lendo Group and Clar share the same fundamental business logic and have a common ambition to contribute to a more transparent and efficient credit market. Our ownership enables continued investment in our platform, which improves the user experience for our customers and enhances customer acquisition for our partners," says Per Granstrand, CEO of Clar.

"With Clar as the new owner, we enter a new and exciting phase for Lendo Group, where we will accelerate our growth journey together. Clar's global reach and experience will enable us to accelerate the pace of innovation, develop our services and create even greater value for our customers and partners. This positions us well to solidify our leading position in Scandinavia," says Roar Bjærum, CEO of Lendo Group.

Clar and Lendo Group complement each other geographically and do not overlap in their core markets. Together, the group will gain greater scale, broader geographical presence and stronger capabilities to develop new services in 14 markets across four continents.

Lendo Group will continue to operate under its established brands and maintain focus on its markets. All necessary regulatory approvals in Sweden and Norway have been obtained.

In connection with the acquisition, Clar is further strengthening its ownership base by bringing in Bankaktiebolaget Nordiska (publ) ("Nordiska") as an industrial minority owner in the company. In connection with this, Mikael Gellbäck will join the board and contribute additional expertise in corporate governance and the financial sector.

For further information:

Per Granstrand, CEO Clar
clar@fogelpartners.se
+46 73 892 17 40

About Clar

Clar is an international fintech company that has been building global infrastructure for credit brokerage since 2017. The company connects millions of consumers with banks and financial



institutions and operates in 14 markets in Europe, Latin America and Asia. By combining technology, data and strong local brands, Clar works to create a more transparent and efficient credit market.

About Lendo Group

Lendo Group operates Scandinavia's leading marketplaces for financial services, with brands active across three markets: Sweden, Norway, and Denmark. The portfolio includes Lendo, Mybanker, and Compricer – some of the region's most widely used comparison services for financial products and services. By promoting increased transparency in the credit market, Lendo Group works towards empowering more consumers to make smart, informed financial decisions.