

Walley enters into partnership with XXL

Norion Bank, which offers its payment solution under the brand name Walley, has entered into a partnership with XXL ASA ("XXL"), the Nordic region's leading retailer of sporting and outdoor goods. Walley will be the payment solutions provider for all of XXL Group's markets across the Nordics. The collaboration is expected to begin on 1 July 2024.

XXL is entering into a partnership with Walley, which will be the payment solutions provider for all the chain's Nordic markets, including Sweden, Norway, Denmark and Finland. The contract encompasses online checkout and financing solutions for both private and corporate customers, as well as financing solutions in-store, with a focus on establishing a seamless omni-channel service.

The strategic partnership between Walley and XXL aims to consolidate XXL's position as the largest sporting and outdoor goods retailer in the Nordics. The collaboration will improve the overall omni-channel experience with XXL by integrating the sales channels from online shopping to stores. The ultimate goal is to ensure a smooth, consistent and personal customer experience, regardless of which channel is used.

– Offering customers a solid omni-channel strategy is absolutely crucial in today's market. We look forward to implementing exactly this with XXL, and showcasing our ability to seamlessly handle all the payment solutions they need. Combining a store and online experience for private and corporate customers is particularly important to us. Our solution creates opportunities for customers to build a close, personal relationship with XXL throughout the purchasing process, says Mikael Anstrin, General Manager of Walley.

Integration with Walley enables XXL to manage all payments for both private and corporate customers online, as well as financing solutions in-store. With more than 30 physical stores in Sweden and a total of 86 across the Nordics, along with the largest online shopping site in terms of sales, XXL is the market leader in sport and outdoor retail in the Nordics.

– Walley provides us with an omni-channel solution that covers online shopping, physical stores and corporate sales through Team Sales. We look forward not only to making the process simpler for our staff and customers, but also offering our customers a clearer, more streamlined solution overall, says Freddy Sobin, CEO of XXL ASA.

– We are pleased that XXL has selected Walley as its new payment solutions partner. Payments is an important business area for us that we aim to grow further. Partnership is the foundation of our entire business, and the partnership with XXL is yet another example of Walley's successful strategy in which we position ourselves towards large online merchants and retailers, says Martin Nossman, CEO of Norion Bank.

The contract with Walley encompasses all subsidiaries in XXL Group. The collaboration is expected to begin on 1 July 2024.

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About XXL Sport & Villmark

Since the establishment in 2001, XXL has emerged as a leading destination for sports and outdoor activities in the Nordics. XXL has over 85 stores in Norway, Sweden and Finland, and is the Nordic's largest online sports store. XXL offers well-known brands at the most competitive prices in the market.

About Walley

Walley is a strategic payment solutions partner for large e-commerce merchants and retailers in the Nordics. By offering the end customer several flexible payment methods, Walley creates opportunities for merchants to strengthen relationships, enhance the customer experience and increase profitability. Walley is a brand within Norion Bank Group.

About Norion Bank

Norion Bank Group is a business-oriented Nordic financing bank. The Group's brands – Norion Bank, Walley and Collector – offer customized financing solutions that meet distinct needs in three customer segments: medium-sized corporates and real estate companies, merchants, and private individuals. As a specialist in financing solutions, Norion Bank Group is a leading complement to traditional large banks, with a vision of being the leading Nordic financing bank in its chosen segments.

Norion Bank offers corporate and real estate loans, as well as factoring for medium-sized corporates and real estate companies. The Walley brand offers flexible payment and checkout solutions to merchants and private individuals. The Collector brand offers personal loans and credit cards to private customers, as well as savings accounts to private individuals and companies. Norion Bank Group (formerly Collector Bank) was founded in 1999 and has offices in Gothenburg, Stockholm, Helsingborg, Oslo and Helsinki. Business is conducted through Norion Bank AB (public), which is listed on Nasdaq Stockholm.

Attachments

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