

## 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**

Resurs is a leading bank in the Nordics with a simple philosophy: we want to create balance in people's personal finances. On that foundation, we develop offers and services within loans, savings and payments for retail and e-commerce that are based on people's everyday lives, and that will create long-term value for our customers and for society. Today, we have a customer base of approximately 6 million customers and 671 employees in the Nordic region.

## **Attachments**

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