

## SaveLend Group in new partner business through Billecta with CRM-service

**SaveLend Group AB (publ) ("SaveLend" or the "Company") has, via the subsidiary Billecta AB ("Billecta"), signed an agreement with CRM-service Technologies Sweden AB ("CRM"). CRM is a subsidiary of the Finnish group CRM-service OY. CRM is the leading cloud-based provider of customer relations management systems in Finland.**

The partner business is an important part of Billecta's business model. A partner deal means that partners implement Billecta's offer in their own infrastructure and sell this as an addition to their system or alternatively integrated into the basic functionality. This means that the partner is responsible for the sale of the offer and the onboarding of new customers.

After a solid technical review, CRM has chosen to connect to the SaaS service Billecta, the invoicing platform that automates the entire invoice flow. The service that is particularly requested on behalf of their customers is automated invoice service with related services. Initially, co-operation is initiated for the Swedish market and business is expected to generate over 100,000 transactions in the first year.

CRM service specializes in cloud-based CRM software and services such as Contact Center and various portals. CRM-service was founded in 2007, is privately owned and is a profitable growth company with an AA rating. With offices in Sweden and Finland, CRM provides services to over 50,000 users worldwide.

"Through this, we welcome another partner, which is an important part of our strategy to build recurring revenue without us having to be involved in the sales process ourselves. CRM has high technical competence and will be able to use Billecta's range of services. What we have seen historically with our partners is that the business grows year after year. We will do more partner deals like this now that our infrastructure is upgraded and ready," says Rickard Hessner, director of Billecta.

"We are happy partnering up with Billecta for providing seamless core business processes for our customers", says Turkka Yli-Hakala, CEO of CRM-service.

The implementation work is underway and CRM will be able to put the functionality into production at the beginning of 2023.

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**For further information:**

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**About SaveLend Group:**

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SaveLend Group AB, 559093-5176, is a fintech company with approximately 75 employees and offices in Sweden, Finland and Poland. The business is based on the savings platform SaveLend and the billing platform Billecta.

The savings platform makes it possible for savers to get yield through saving in credits, such as SME, real estate, consumer credit and factoring in both SEK and EUR. The billing platform consists of a complete billing system containing, among other things, accounts receivable, notification and financing solutions.

**Attachments**

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