PRESS RELEASE
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Sportson first to launch new Resurs Checkout

Resurs is taking a major step in the rollout of its new Resurs Checkout, as Sportson, Sweden's largest specialist bicycle retail chain, becomes the first major merchant to adopt the new checkout solution.

Resurs Checkout, built on Kustom's technology, combines a broad range of payment methods and flexible instalment solutions with pre-filled customer information for 9 out of 10 customers, as well as integrated shipping and delivery options.

With a focus on high conversion and low complexity, Resurs Checkout makes the customer journey faster and more intuitive, helping merchants optimise conversion rates.

Sportson is the first major merchant to integrate Resurs Checkout into its offering.

– Sportson choosing Resurs Checkout is an important milestone for us. Through this collaboration, we are further strengthening our market-leading position among merchants looking to offer their customers smart and flexible financing solutions. I can confidently say that no other player in the market can offer a checkout solution as strong as the one we can now provide, says **Magnus Fredin**, CEO of **Resurs**.

Automatically pre-filled customer information and support for both local and global payment methods help create a seamless customer journey. At the same time, the solution is scalable and designed for multiple markets and different customer segments.

For Sportson, the solution represents another step in the continued development of its customer experience.

– Our customers should be able to focus on finding the right bicycle and equipment, and that means the payment experience needs to be simple and seamless. With Resurs Checkout, we get a solution that fits our business and gives us excellent opportunities to continue developing the customer experience, says **Jonas Holtbo**, Head of Marketing at **Sportson**.

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ABOUT RESURS CHECKOUT
Resurs Checkout is designed to reduce friction, simplify the customer journey and increase conversion. The solution brings together payments, credit and shipping for both B2C and B2B customers and offers flexible integrations,

customisable design and a broad range of payment methods. With pre-filled information for 90 percent of Nordic customers and payment methods available in 170 countries, the checkout is designed to support both today's sales and tomorrow's growth.

ABOUT SPORTSON

Sportson was founded in Gothenburg in 1980 and has since grown to become Sweden's largest specialist bicycle retail chain, with 27 stores across the country and a growing e-commerce business.

ABOUT RESURS HOLDING

Resurs Holding (Resurs), which operates through the subsidiary Resurs Bank, is the leader in retail finance in the Nordic region, offering payment solutions, consumer loans, savings and corporate financing services. Since its start in 1977, Resurs Bank has established itself as a leading partner for sales-driven payment and loyalty solutions in retail and e-commerce, and Resurs has thus built a customer base of approximately six million private customers in the Nordics. The Resurs Group operates in Sweden, Denmark, Norway and Finland. At the end of the third quarter of 2026, the Group had 777 employees and a loan portfolio of SEK 40.0 billion. Resurs Bank has had a banking licence since 2001 and is under the supervision of Finansinspektionen.

ATTACHMENTS

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