

## Euronics chooses Resurs

**The Swedish chain Euronics with a nationwide network of home electronics stores throughout Sweden has chosen Resurs for partial payment options for its customers.**

Euronics is today Europe's largest specialist retail chain with stores in 31 countries that sell a comprehensive range of home electronics such as TVs, home theaters, hi-fi, kitchen appliances, computers and mobile phones.

When Euronics now signs an agreement with Resurs, this customized partial payment option applies to a total of 75 stores in Sweden. The fact that Resurs can offer simple, customized solutions with clear customer conditions has been decisive for Euronics in choosing a payment provider.

– Resurs is a strong player on the market that will help us to offer the consumer good financing solutions that benefit both the consumer and our joint business, says **Andreas Almqvist**, Business Area Manager at Euronics.

With Resurs financing solutions, Euronics can offer its customers different options for partial payment that are adapted to the type of home electronics products that Euronics sells.

– With this deal, we show that we really know retail and the occasional consumer goods segment. It is in this segment that we have our roots, and we have many years of experience in developing customized solutions in close dialogue with our partners. Add to that Resurs long experience of working with partners who have many franchisees combined with an efficient rollout process, says **Mattias Ekman**, Chief Commercial Officer for Corporate at Resurs.

The agreement with Euronics came into force on 1 July 2023.

### CONTACT FOR 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 slightly more than 6 million customers and 650 employees in the Nordic region.

## **Attachments**

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