

## Resurs Bank to become sustainability partner of Helsingborgs IF

**The Resurs Group is continuing its long involvement with Helsingborgs IF football club (HIF). In order to support the club in its important role for the community and its comprehensive sustainability work, Resurs Bank is widening its involvement and will now become the sustainability partner of Helsingborgs IF, also assuming a place in the club's sustainability advisory board.**

The Resurs Group is one of north west Skåne's most active sponsors for youth organisations and elite sports. The Resurs Group has supported Helsingborgs IF since 2004. Now, this support for Helsingborgs IF will be expanded, from not only the men's and boy's teams, but also the women's and girl's teams and the club's sustainability work.

The Helsingborg-based company Resurs Bank has offered payment and financing solutions to private customers and retail partners for 40 years. During all of these years, sustainable and responsible credit lending has been a focal point, and Resurs aims to support the entire community through its active initiatives.

"We believe in the good that a club like Helsingborgs IF can do for society and for the health and future of children and young people. As a company, we are currently in the middle of an exciting transformation journey, in which sustainability is one of the most important components. As such, it feels like a natural choice to focus our commitment on Helsingborgs IF and sustainability topics," says Henrik Linder, Nordic Sustainability Manager of Resurs Bank, who is assuming a place in Helsingborgs IF's sustainability advisory board.

"It's natural that this focus is part of our involvement with Helsingborgs IF. Helsingborgs IF has an important role to play for the whole of Helsingborg and our region. As one of the city's largest employers, it is therefore natural for us to continue our vast commitment with the club. We are confidently looking forward to our continued collaboration with HIF, and naturally we are also looking forward to the continued development and journey of both the men's and women's teams toward Allsvenskan, Sweden's premium league," says Nils Carlsson, CEO of Resurs.

"I am extremely grateful for the continued confidence that Resurs Bank has in HIF. We are pleased that Resurs wants to be a part of our continued journey involving the development of our sustainability work and the sights we have set on returning to the Allsvenskan," says Joel Sandborg, Helsingborgs IF's Club Director.

Together with Helsingborgs IF, Resurs Bank's engagement will be filled with concrete activities and initiatives that develop both HIF and Resurs in a sustainable direction in different ways.

"We are looking forward to supporting ongoing sustainability initiatives such as "Fotboll för alla" and integration projects, but we will also be assisting in developing new initiatives together with HIF and other partners," says Henrik Linder.

### More information:

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### ABOUT RESURS BANK

Resurs is a Nordic niche bank that offers leading payment and financing solutions for the retail industry and its customers. We help companies and private individuals with lending, saving and payments. With more than 40 years of experience in the retail sector, we make shopping online and in stores quick, easy and secure. We focus on the customer experience and make good things happen and the hard feel easier. Resurs have a customer base about 6 million private customers.