

## Electronics chain POWER chooses Resurs for financing services in Finland

### **POWER has signed an agreement with Resurs for its 43 stores and its e-commerce operations in Finland.**

POWER started in Denmark in 2015 and in the spring of 2016 the first stores were opened in Finland. Today, there are 269 stores spread over four Nordic countries with a total of 6,000 employees, of which 700 are in Finland.

The collaboration with Resurs applies to all 43 stores in Finland, as well as e-commerce.

– At POWER we do things effectively and challenges are solved quickly. The customer's interest is at the center of everything we do. Resurs' payment solutions are a very good fit for us, says Juha-Mikko Saviluoto, CEO at POWER Finland.

Resurs' offer to POWER is based on a customized customer journey with the goal of providing customers with the best possible financing solutions, in physical stores as well as online.

– With our services, we will contribute to customer loyalty, increased conversion and the best possible customer experience for POWER and their end customers, says Kim Wikström, Commercial Director Corporate for Resurs in Finland.

When POWER now signs an agreement with Resurs, it is further proof that Resurs' ongoing transformation journey is yielding results. Many years of solid knowledge of physical retail combined with a competitive e-commerce offer creates a strong combination.

– It is with pleasure that I can state that a major player like POWER chooses Resurs for financing solutions of the future. We are now looking forward to a long-term and close collaboration with POWER, says Sofie Tarring Lindell, interim CEO at Resurs.

#### **MORE INFORMATION:**

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## **ABOUT POWER**

POWER Finland is a company owned by POWER International. POWER International is owned by AWILHELMOSEN AS and Dolphin Invest AS Øivind Tidemandsen. POWER are today present in Sweden, Denmark, Norway and Finland, and has a total of 6,000 employees in 269 stores.

## **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 and niche insurance products. 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. Resurs Bank has had a banking licence since 2001 and is under the supervision of Finansinspektionen. The Resurs Group operates in Sweden, Denmark, Norway and Finland. At the end of the second quarter of 2023, the Group had 702 employees and a loan portfolio of SEK 39.6 billion. Resurs is listed on Nasdaq Stockholm.

## **Attachments**

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