

Resurs in strategic partnership with Jula for both private and corporate customers

As part of the new strategic direction for Resurs, Resurs is now signing an agreement with Jula on financing solutions for both private and corporate customers. This collaboration with Jula also includes a corporate part, which shows a strong market demand that aligns with Resurs' broadened focus towards companies.

Resurs has a long-standing and solid background within retail, and the relationship with retailers is deeply embedded in the company's DNA. Through its focus on both private and corporate customers, the agreement with Jula means a decisive step in the new, strategic development that CEO Magnus Fredin has initiated for Resurs.

– We are proud to now sign an agreement with Jula, which is one of the Nordics' leading retailers. We will be able to offer a product at the forefront for both e-comm and physical stores. It is gratifying that with this collaboration we are also building the foundation for our future B2B offer. We see with this a very good opportunity to further develop our commercial offer and create additional possibilities for profitable growth, says Magnus Fredin, CEO at Resurs.

Jula is the family business that has grown to be one of the largest chains in the Nordics today. The collaboration with Resurs includes financing solutions for 128 department stores in Sweden, Norway, and Finland. Resurs will offer flexible financing solutions for both private individuals and companies, both in physical stores and in Jula's e-commerce.

– We are very satisfied with the deal and feel secure with Resurs. A serious and reliable actor who ensures a good product going forward for our customers, says Magnus Sigurd, Business Development Director at Jula Holding.

The customer experience is based on tailored solutions which, among other things, create good opportunities for self-service. For example, with the help of digital tools, customers will be able to easily check their available credit before purchasing an item. Customers are also offered a 60-day invoice without fees or interest.

The rollout of the financing solutions takes place successively and begins in the second half of April.

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ABOUT JULA

The Jula Holding Group, with operations in Retail, Real Estate, Finance, Logistics, Hotels and Environment/Energy, has its headquarters in Skara, Sweden. The group has around 4,500 employees and in 2022 the group had a turnover of just over SEK 10.7 billion.

The retail company Jula is the origin of the group. Jula offers handy people a wide and carefully selected range of products for the home, garden, and leisure at low prices. This is offered via a strong e-commerce and a total of 139 department stores, 68 in Sweden, 43 in Norway (incl. Straume and Furene), 20 in Poland and 8 in Finland.

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 first quarter of 2024, the Group had 672 employees and a loan portfolio of SEK 39.7 billion. Resurs is listed on Nasdaq Stockholm.

Attachments

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