

Klarna®

INDOCHINO

INDOCHINO CHOOSES KLARNA TO GIVE CONSUMERS THE POWER TO PAY OVER TIME

Las Vegas, NV | Money20/20 | October 24, 2018 – Today, global payments provider, Klarna, has announced a new partnership with INDOCHINO, a leading retailer of custom suits, shirts, and accessories for the modern man.

INDOCHINO shoppers can now *Slice it* at the checkout by using Klarna's online consumer financing to easily spread the cost of their purchase over 6-36 months. *Slice it* has a simple 4-step credit application process, real-time decisioning and is offered within the merchant's own website - no re-directs - for a frictionless and fast purchase experience.

"We understand that suits can be a considerable investment. By helping consumers purchase their items over time, we can improve the buying journey," said Michael Rouse, Chief Commercial Officer of Klarna. "Our latest research shows that the fashion industry is adopting new payment technology enthusiastically due to consumers' demand for increased flexibility and financial control. 40% of retailers have already introduced smart payment options. It's great to see forward-thinking brands, like INDOCHINO, acknowledging this and making changes to align with customer needs."

By taking the premium made-to-measure experience direct to the consumer, INDOCHINO has created a superior alternative to off-the-rack clothing at ready-to-wear prices. Their immersive multi-channel experience enables customers to order their custom garments with ease online or in-person at one of 30+ showrooms across North America.

"Giving our customers have a more convenient way to shop - with flexible financing options - will be integral to our brand success. We do everything we can to offer an outstanding shopping service," said Drew Green, President and CEO of INDOCHINO. "By partnering with Klarna, we're providing consumers with the power to purchase our customizable suits over time, without limiting their choice based on price point"

For more information, visit www.klarna.com.

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About Klarna

It's all about smooth (yes, with 3 000's). Klarna is Europe's leading payments provider and a newly-licensed bank, which wants to revolutionize the payment experience for shoppers and merchants alike. Founded in Stockholm, Sweden, in 2005, the fintech unicorn gives online consumers the option to pay now, pay later or pay over time - offering a trusted, frictionless and smooth checkout experience. Klarna now works with 90,000 merchants to offer payment solutions to users across Europe and North America. Klarna has 2,000 employees and is active in 14 countries. www.klarna.com.

About INDOCHINO

As the global leader in made to measure apparel, INDOCHINO has developed the shopping experience of the future. Born out of the belief that you don't need to spend a fortune on a custom wardrobe, INDOCHINO was the

first company to disrupt the retail sector by making perfect-fitting, personalized apparel on a mass scale.

Customers take on the role of designer, picking out every detail of their suits and shirts to make them truly one-of-a-kind. These garments are made to their precise measurements and shipped directly to their door, hassle free. The company's omnichannel approach allows them to shop online or in person at any INDOCHINO showroom.

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