

## Zmarta launches the first Swedish mobile app for a more convenient loan application

To further enhance the consumer experience, the digital platform [Zmarta](#) launches an iPhone application. The app enables customers to easily and comfortably apply for loans and evaluate offers directly through their smartphone.

The app, which will be available in App Store, is developed to meet customer demand for an easy way to apply for and evaluate loan offers via their smartphone.

“About two thirds of Zmarta’s customers apply for loans through their smartphone. Our new app strengthens our mobile offer and services customers on their terms through their preferred channel”, says Björn Lander, CEO, Zmarta Group.

The app which is now being released in its first version will be further developed in line with Zmarta’s mission to become the most valuable tool for consumer finance and the app will continuously be updated with new features.

“Our ambition is for the app to simplify and improve the loan application process but also, in the long term, to offer a range of useful features which will help consumers to save money and organize their private finances,” says Björn Lander.

### **For more information, please contact:**

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### **About Zmarta Group**

Zmarta Group offers a range of services within consumer finance. The group is comprised of a range of brands including Zmarta, Freedom Finance and Centum. The company was founded in 1999, has 200 employees and has offices in Stockholm, Ängelholm, Helsinki, Oslo and Munich. Zmarta Group is owned by H.I.G. Capital.

[www.zmartagroup.com](http://www.zmartagroup.com).