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Mobile payment with Bart to Willys and Hemköp stores

Axfood has signed an agreement with Swedbank to introduce mobile payment with Bart in Hemköp, Willys and PrisXtra stores.

Since mid-May, Swedbank and Axfood, together with customers, have carried out a pilot project using the Bart payment service in three Hemköp stores in the Stockholm area. The pilot has shown that the technology works and customers appreciate having the option of using their mobile telephones for payments in the stores.

Anders Quist, Head of Business Development at Axfood, comments: "It is important for us to be able to offer our customers a choice when it comes to how they make payments. Reactions from customers and check-out staff who have tested this payment service have been extremely positive."

Bart is linked to a bank card and when payments are made generates a card transaction via a QR code in a mobile telephone. The QR code is scanned at check-out.

For further information, please contact:

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Axfood AB bedriver handel med dagligvaror inom detalj- och partihandeln i Sverige. Detaljhandeln drivs genom de egenägda kedjorna Willys, Hemköp och PrisXtra. Antalet butiker uppgår till 244. Därutöver samverkar Axfood med ett stort antal handlarägda butiker knutna till Axfood genom avtal, bland annat inom Hemköpskedjan och Willys men också under varumärken som Handlar'n och Tempo. Totalt samverkar Axfood med cirka 820 handlarägda butiker. Partihandeln drivs genom Dagab och Axfood Närlivs. Axfood är noterat på Nasdaq OMX Stockholm ABs Large Cap-lista. Huvudägare är Axel Johnson AB med 50,1 procent av aktierna.