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## Mr Green launches Swish in Sweden

**Mr Green expand their selection of payment options by introducing Swish for the Swedish market. Swish is currently the favoured payment service in Sweden with 6.7million active users and 180,000 connected businesses.**

The Swedish mobile payment system Swish works through a smartphone application, through which the user's phone number is connected to their bank account.

Mr Green's mission is to offer a superior gaming experience in a responsible environment. By offering Swish connected to BankID, Mr Green looks to strengthen the user experience.

*"The online consumer behaviour in Sweden has adapted very fast to both payment services like Swish and identification through BankID," says Jesper Kärrbrink, CEO of Mr Green LTD. "By applying these already highly-appreciated services within our registration and payment systems our players will be able to enjoy a smoother and faster gaming experience."*

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MRG is a fast-growing, innovative iGaming Group with operations in 13 markets. MRG offers a superior experience in a Green Gaming environment. MRG was founded in 2007 and operates the iGaming sites [Mr Green](#), [Redbet](#), [11.lv](#), [Winning Room](#), [Bertil](#), [MamaMiaBingo](#), [BingoSjov](#) and [BingoSlottet](#). The Group had a turnover of SEK 1,192.0 million in 2017 and has over 400 employees. MRG has gaming licenses in Denmark, Ireland, Italy, Latvia, Malta, Sweden and the UK. MRG is listed on Nasdaq Stockholm in the Mid Cap segment under the name Mr Green & Co AB (ticker MRG). In January 2019 MRG was acquired by one of the world's leading betting and gaming companies William Hill PLC. Read more at [www.williamhillplc.com](http://www.williamhillplc.com) and [www.mrggroup.com](http://www.mrggroup.com).