



Record year for Klarna as the company continues to grow rapidly

Stockholm- 28th of February 2018. Klarna Bank AB (publ), one of the leading global payment providers has released its [annual financial statement for 2017](#), reveals that it was a record year for the company, with 42% year on year global growth in sales volume.

The growth was mainly driven by increased adoption of merchants, where over 26 000 new merchants onboarded in 2017. Currently 89,000 merchants globally use Klarna's payment solutions, a significant growth compared to the previous year, making the payment processes as smooth as possible for the users. As a result of the surge in merchant adoption, Klarna now handles 10% of all online payments in Northern Europe. 2017 also saw significant growth in the number of consumers actively using Klarna, with 19 million new users last year and 60% of the total users were making multiple purchases via Klarna.

The Nordics is the spinning wheel of growth for Klarna

Klarna shows high growth figures in the Nordics for 2017 with total sales volume growth of 45 % in Finland, 56 % in Norway and 35% in Sweden. Signed new contracts with larger merchants includes Elkjöp Nordics, Odd Molly and Bythjul as well as strong growth among existing merchants like Adlibris, XXL, Apotea and Jollyroom.

In September Klarna launched a new brand and corporate identity; to challenge the way people think about payments and banking. The new approach, together with a superior user experience with Klarna's checkout solution, has driven higher consumer loyalty for our merchants. In Sweden and Norway we've observed a 30% year on year increase in returning shoppers.

Martin Tiveús, Chief Commercial Officer Nordics comments: *"Klarna continues to grow rapidly in the Nordics as a result of our ambition to offer both customers and merchants the best payment solutions and shopping experience on the market. During 2017, we have had a strong momentum with merchants across all sectors, offering our payment solutions offline as well as online, making Klarna a part of the customers' everyday life. Our focus on expanding our omnichannel footprint will continue in 2018."*

During 2017, some merchants launched Klarna's innovative in-store solution in a larger scale, offering their consumers the same payment solutions and experience when paying in their physical stores as online. One of Nordic's leading fashion retailers, Kappahl, launched the solution across their stores in the Nordics just in time for christmas shopping. In addition, a wide variety of merchants from different sectors has seen the value of offering Klarna's payment solutions to their consumers such as Opus, Bilprovningen, Dekra and Mekonomen which now offers Klarna in-store and are transforming how the car inspection and service industries are working with payments.

In 2017, Klarna launched the new payment solution Klarna Payments Pay now, offering the consumers a smooth payment experience when paying for digital content and subscriptions. The first lighthouse merchant, Viaplay, launched the solution successfully in Sweden and during 2018 the solution will be available to merchants in Norway and Finland.

About Klarna

Klarna is one of Europe's leading payments providers and fully licensed bank, which aims to revolutionise the payment experience for shoppers and merchants alike. Founded in Stockholm, Sweden, in 2005, we offer a simple, safe and smooth checkout experience. Klarna now works with 89,000 merchants in Europe and North America. Klarna has 1,700 employees and is active in 14 countries. Klarna is backed by investors such as Sequoia Capital, Bestseller Group, Atomico, VISA and Permira.

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