

## **CAIA chooses Kustom as new checkout partner**

**CAIA is one of the fastest-growing beauty brands in Northern Europe, setting high standards for both experience and conversion at every stage of the customer journey. The company has now chosen Kustom as its new checkout partner to meet growing demand for flexible payment options and secure a seamless, future-ready checkout solution that can keep pace with CAIA's continued expansion.**

Since launching in 2018, CAIA has grown into one of the most influential beauty brands in Northern Europe, powered by a strong digital presence and a deeply engaged community. By choosing Kustom as its new checkout provider, the goal is to further elevate the customer experience while securing a technical foundation for continued international growth. CAIA plans to gradually roll out Kustom's checkout. The first markets, such as the UK, Austria and Germany, will be able to use the new checkout as early as this autumn, while the Nordics, Netherlands and Switzerland will follow in spring 2026.

**- Klarna has been one of the most requested payment methods in our community, and we're excited to soon be able to offer it to our customers. With Kustom, we also get a checkout that is both user-friendly and scalable for our continued global expansion, which is exactly what we need at this stage, says Johanna Eriksson Hamrén, CEO at CAIA.**

The partnership with CAIA marks another important milestone for Kustom, demonstrating how strategic collaborations create real value for fast-scaling brands that want to meet customer expectations without compromising on flexibility, control, or brand experience.

- Klarna remains one of the most popular payment methods, especially within the CAIA community. Through our partnership with Klarna, we're able to meet that demand while keeping our full focus on merchant needs and building the checkout solution the market truly needs. Our upgraded checkout platform is tailored for fast-growing companies with international ambitions, making CAIA a perfect fit, says Jesper Eriksson, Chief Commercial Officer at Kustom.

As an independent company, Kustom has built a modern technical infrastructure and formed strong partnerships with leading players such as Klarna and Stripe. With customers including Apotea, Adlibris and now CAIA, Kustom has established itself as one of Europe's leading checkout providers.

**- CAIA is one of the most exciting Swedish brands right now, and we're thrilled they've chosen to switch to our checkout solution. It feels like a vote of confidence, a sign that the work we've done since becoming an independent company is being recognised by the market, says Jesper Eriksson.**