

# Press release

23 April, 2018

## Swedbank expands partnership with Meniga

**Swedbank and Meniga have partnered since 2017 to improve Swedbank's digital customer experience through a personal finance activity feed and data aggregation platform, which will give customers better control over their daily finances and a more personal, engaging experience than today. Now, Swedbank is further strengthening this partnership with Meniga by making an equity investment of EUR 3m in the company. Meniga is a leader within software for personal finance management and has a large number of leading banks as their customers in over 20 countries.**

The investment forms part of a strategic financing round in Meniga which includes other key customers of the company.

"We know our customers want us to be proactive with relevant offers and services to make their everyday life easier, and we know that more and more of our customers prefer to meet us digitally. We see Meniga as an innovation partner to give our customers a digital experience that includes a better overview and insights of all their finances both from Swedbank and external parties. We are very pleased with the agreed partnership," says Lotta Lovén, Head of Digital Banking at Swedbank.

"We are delighted to welcome Swedbank as a strategic investor and look forward to playing our part in their digital transformation. We have been very impressed by Swedbank's ambition and dedication to digital innovation," says Georg Ludviksson, Co-founder and CEO of Meniga.

### **About Meniga**

Meniga is a global leader in white-label digital banking solutions. Its award-winning products enable the world's largest financial institutions to dramatically improve their online and mobile digital environment, enriching the user experience of over 50 million digital banking users across 23 countries.

Meniga has developed a framework for next-generation digital banking around advanced data consolidation and enrichment, meaningful customer engagement and new revenue opportunities. Meniga's portfolio of products includes personal finance management, automated real-time notifications, predictive analytics & personalised engagement technologies, card-linked offers and consumer data analytics. Meniga's offices are in London, Reykjavik, Stockholm and Warsaw.

### **For further information:**

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