

Synsam Group selects Resurs for retail finance solutions in the Nordic countries

Synsam Group, a leading optical retail chain in the Nordic region, has been cooperating with Resurs Bank, a subsidiary within Resurs Holding, in Finland since 2009. Synsam is now broadening the cooperation to include all Nordic countries. Starting in 2016, Synsam's 450 retail stores will offer customer financing from Resurs Bank.

Today, the Synsam Group has 170 optical stores in Sweden and a total of 450 stores in the Nordic countries. The Group's annual turnover amounts to SEK 3 billion.

The cooperation with Synsam also includes another strong brand, the Synsam Danish chain Profil Optik.

"Consumers don't compromise with their investments in eyewear and contact lenses. The ability to offer customer financing with, for example, interest-free instalments is highly appreciated because it enables consumers to buy high-quality products at a low monthly cost. We look forward to offering these financing concepts in Synsam's stores, hence enhancing the Synsam offering," comments Ola Carlman, Business area Director Payment Solutions at Resurs Holding.

With retail finance from Resurs Bank, customers can choose to pay for their products fully and directly on the initial invoice, or pay in instalments over a longer period. Synsam had another customer finance provider previously, but has now chosen to cooperate with Resurs Bank in all Nordic countries.

"The retail finance solutions offered by Resurs Bank give our customers both freedom and security. As a retail chain in optics and eyewear, we know that our customers appreciate the possibilities of flexible payments, and we therefore look forward to launching Resurs Bank in all our stores," comments Mikael Rahm, CFO of Synsam Group.

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About Resurs Holding The Resurs Group, which operates through subsidiaries Resurs Bank and Solid Försäkring, is a leader in retail finance in the Nordic region, offering payment solutions, consumer loans and niche insurance products. Since its start in 1977, Resurs has established collaborations with over 1,200 retail partners with a total of 35,000 stores, and built a customer base of approximately 5 million private customers in the Nordics. Resurs Bank has had a bank charter since 2001 and is under the supervision of the Swedish Financial Supervisory Authority. Resurs Holding, with operations in Sweden, Denmark, Norway and Finland, had around 620 employees and a loan portfolio of approximately SEK 14 billion at year-end 2014.