

MobilePay

19. April 2017

MobilePay is heading towards 10.000 webshops in the Nordic

A large agreement between MobilePay and Checkout Finland makes mobile payments accessible in 2800 Finnish webshops. MobilePay Online is now a cross-border Nordic sales concept heading towards 10.000 webshops.

The largest single Nordic agreement ever has made MobilePay accessible in 2800 Finnish webshops. The agreement has been settled with the large payment provider Checkout Finland. All together, Checkout Finland covers 10.000 Finnish webshops and is owned the Finnish bank OP. At the same time, other Finnish partners within the online industry is close to making agreements with MobilePay.

MobilePay is also implemented in 6.500 webshops in Denmark and 200 in Norway. The first Swedish webshops with MobilePay has also become a reality, especially within the transportation and travel industries.

”We are creating a unified Nordic concept for mobile online payments. In physical shops, we have not yet managed to crack the code, but in the online world, cross-border payments among the Nordic countries is now taking place every day. We are e.g. seeing Danes pay online with MobilePay for bus and train transportation from Oslo to Norwegian skiing areas,” says Mark Wraa-Hansen, Head of MobilePay.

In fact Danes deliver 11% of the MobilePay payments via the bus express company, Nor-Way.no, while the Finns deliver 1%.

40% user growth in Finland in six months

In Finland, MobilePay is the first player to deliver mobile online payment on a larger scale to Finnish businesses and users. MobilePay has become the preferred mobile payment solution in Finland with 450.000 downloads, a 40% growth within half a year. Total number of users has doubled within a year.

”We have created solutions that are easy and uniform across physical shops, online and via other companies’ apps. For us, mobile payment is the payment form of the future and we are happy that Checkout, as the leading payment provider in Finland, has chosen us as their partner,” says Anniina Heinonen, Head of MobilePay in Finland.

Checkout Finland is also fully engaged in the perspective of the cooperation.

”MobilePay is a fast and easy payment format that improves the shopping experience and reduces the risk of unsuccessful buys. We are very much looking forward to the cooperation,” says Perttu Kröger, Head of Business Development in Checkout Finland.

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Facts and advantages with MobilePay Online

- **Easy payment:** You avoid to use card data
- **No limits on amount:** Pay any amount you like
- **High user-friendliness:** You can pay from all platforms without others being able to see that you are webshopping
- **Increased conversion rates for webshops:** Fewer dropout of the sale process when avoiding using card data
- **Cross Nordic payments:** Now you can pay cross border in the Nordic
- **MobilePay Online grew with 310% in 2016 in Denmark:** December 2016 was the record month in the leading MobilePay market, Denmark, with volumes above 300 mio. DKK in Danish webshops

Access for further information

Link to MobilePay Online: <https://mobilepay.dk/da-dk/erhverv/Pages/mobilepay-online.aspx>

If you want further interviews and information

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