

NEXI AND KLARNA PARTNER TO BOOST MERCHANT GROWTH

The two leading payment and commerce players enter a global partnership, with Nexi distributing Klarna to its merchant base across Europe, increasing conversion rates and growth for merchants

Milan, February 25, 2025: Nexi, the European PayTech, serving millions of merchants in more than 25 countries, and Klarna, the AI-powered payments and commerce network, have expanded their relationship into a global partnership. Nexi will enable its merchant customers across Europe to seamlessly offer Klarna's payment method to their shoppers.

Klarna will be automatically enabled as a default option in the Nexi check-out offering, allowing merchants to drive incremental revenue growth thanks to the added-value and flexibility that Klarna brings to shoppers. Since the pilot launch in the Nordics, merchant customers of Nexi have seen their conversion rates grow. The partnership extends this successful launch to Nexi's European merchant base, including in growth markets such as Poland and Italy.

Roberto Catanzaro, Head of Merchant Services in Nexi Group comments: "We facilitate fast checkout solutions online, offering all the payment methods that are in demand by local consumers. Klarna offers our merchant customers and their shoppers more choice and added convenience, boosting the conversion rates for merchants and consequently their revenue growth."

David Sykes, Chief Commercial Officer, Klarna adds: "We're really excited to extend this partnership, automatically enabling Klarna for thousands more merchants across Europe, bringing greater payment convenience to even more consumers. With their extensive reach among eCommerce merchants, Nexi is a great distribution partner for us. This partnership is a win-win for all, merchants and consumers alike".

Nexi is Europe's leader in localized payments on a European scale, offering seamless payment solutions to hundreds of banks, millions of merchants and hundreds of millions of consumers. With local preferences, especially in online commerce, evolving to account-to-account, mobile wallets, as well as traditional payment cards, Klarna and Nexi continue to offer highly secure and convenient ways to enable commerce .

Nexi

Nexi is the European PayTech company operating in high-growth, attractive European markets and technologically advanced countries. Listed on Borsa Italiana's MTA, Nexi has the scale, geographic reach and abilities to drive the transition to a cashless Europe. With its portfolio of innovative products, e-commerce expertise and industry-specific solutions, Nexi provides flexible support for the digital economy and the entire payment ecosystem globally across a broad range of different payment channels and methods. Nexi's technological platform and the best-in-class professional skills in the sector enable the company to operate at its best in three market segments: Merchant Solutions, Issuing Solutions and Digital Banking Solutions. Nexi constantly invests in technology and



innovation, focusing on two fundamental principles: meeting, together with its partner banks, customer needs and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments. It offers companies the most innovative and reliable solutions to better serve their customers and expand. By simplifying payments and enabling people and businesses to build closer relationships and grow together, Nexi promotes progress to benefit everyone. www.nexi.it
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