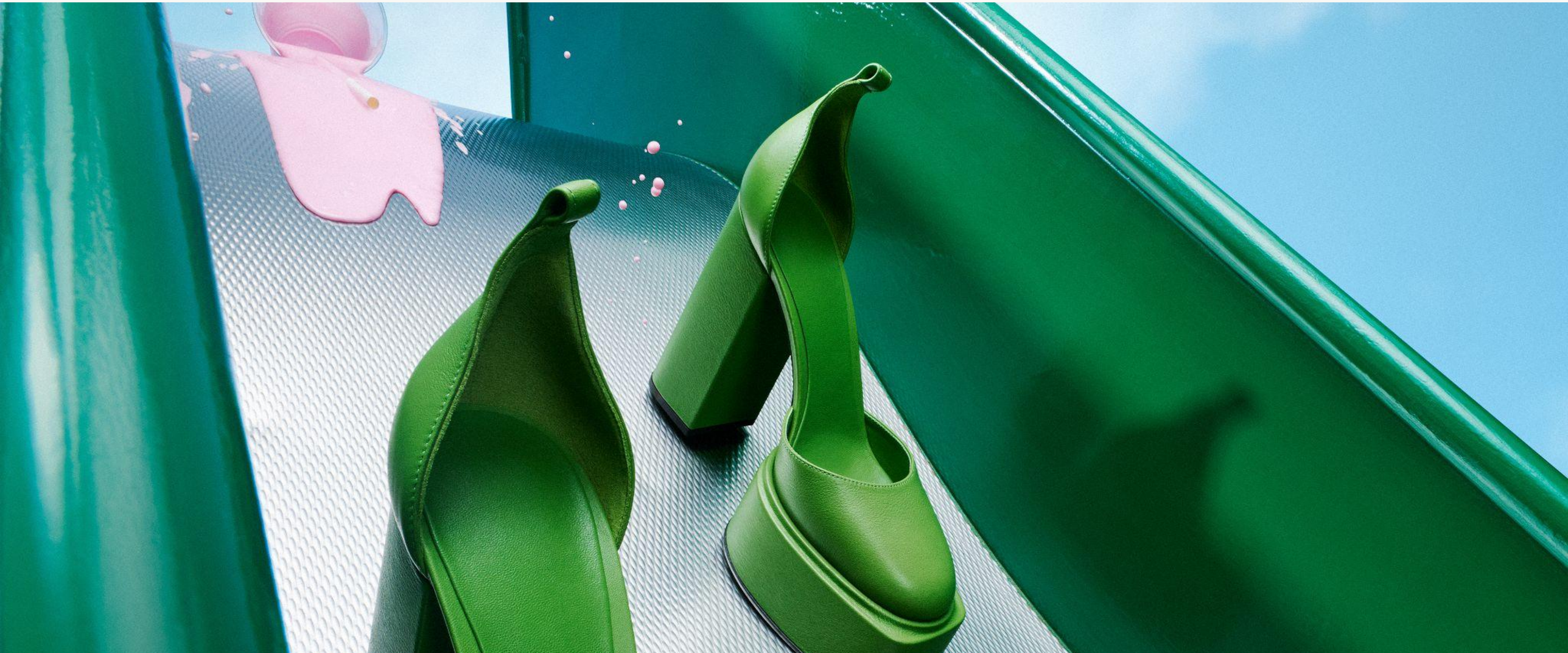
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Klarna

# Introduction



# A global network with massive scale

**150M**
global consumers

**550K+**
retail partners **+38%/year**

**2.5M+**
TRXN/ day **+25%/year**

**835M**
clicks to merchant sites in 2023

**$93B**
total volume in 2023 **+17%/year**

**$1B**
gross profit per year in Europe

**120K+**
physical stores **+21%/year**

**45**
markets served

Backed by

BESTSELLER
SILVERLAKE
GIC
DRAGONEER INVESTMENT GROUP
CPP Investments
BlackRock
MUBADALA
SEQUOIA
atomico
wellcome trust
CommonwealthBank

# Everyone is using Klarna

## Balanced representation of consumers

**80%** of the total adult population in our most mature markets are Klarna users



- **60%** Women
- **40%** Men

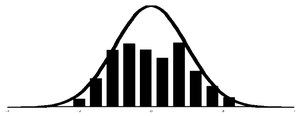
## Responsible credit users, with all educational backgrounds

**$160** average outstanding credit balance per consumer vs. **$6,500** for credit card users



- **9%** Other
- **28%** Secondary Education
- **32%** University
- **31%** Post-secondary Education

## From all income levels, living in all areas



Klarna consumers earn according to average income level distributions



- **28%** Rural
- **32%** City
- **40%** Suburb

## Responsible payers, from all stages of life

**99%** of consumer balance at Klarna is paid

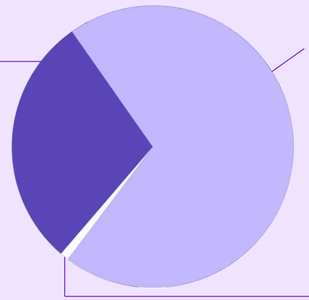


- **27%** Single w/o children
- **11%** Single with children
- **18%** Partner w/o children
- **36%** Partner with children
- **7%** Other

## Klarna is much more than just BNPL

**29%**

**Pay Now**
With no interest



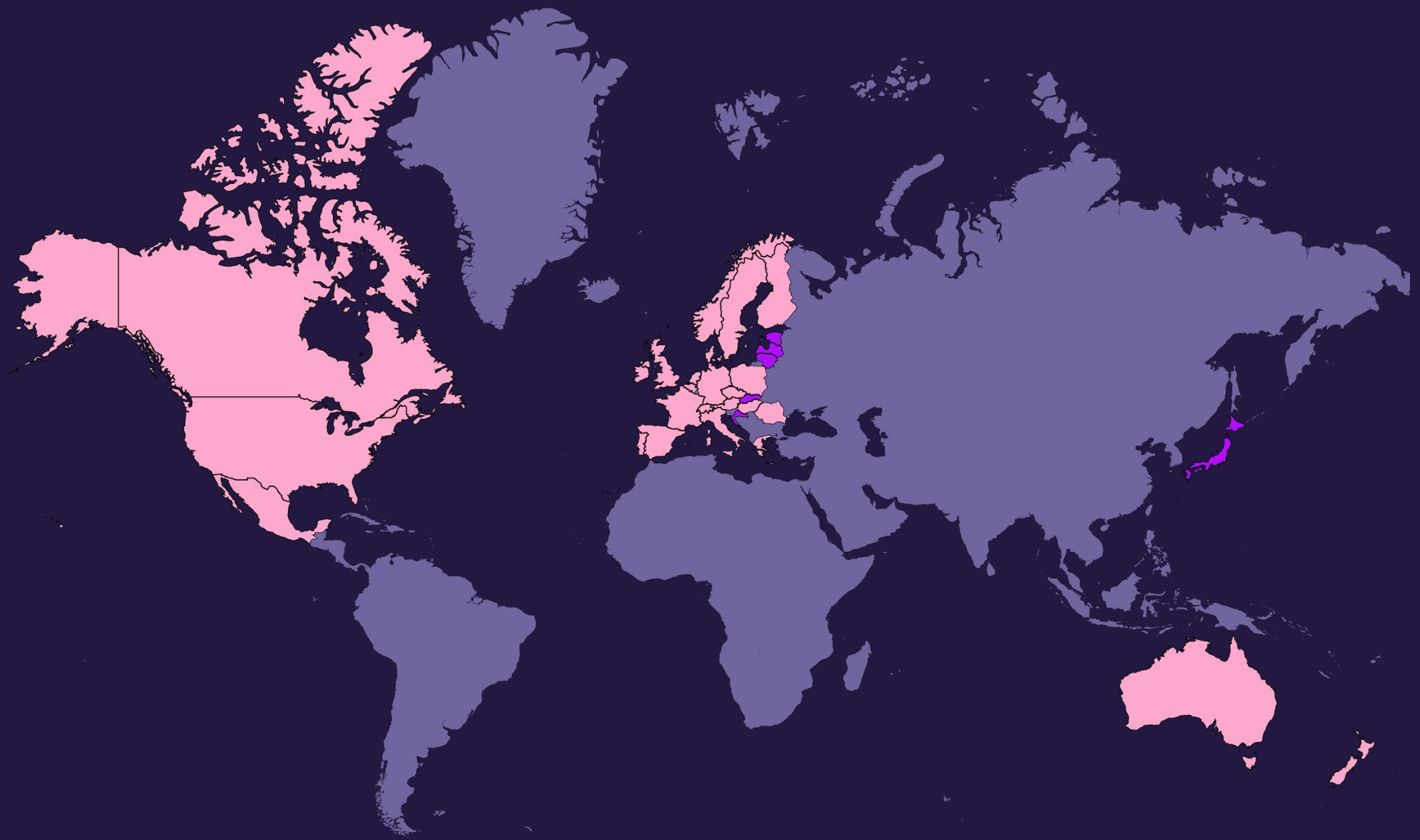
**Pay Later**
With no interest

**Fair Financing**
From 0% to low interest

## People choose Klarna for multiple reason



# Our reach is global



## Live

- Australia
- Austria
- Belgium
- Canada
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Mexico
- Netherlands
- New Zealand
- Norway
- Poland
- Portugal
- Romania
- Spain
- Sweden
- Switzerland
- United Kingdom
- United States

## Roadmap

- Croatia
- Estonia
- Japan
- Latvia
- Lithuania
- Slovakia

## Fashion

H&M, Abercrombie & Fitch, ZARA, Saks OFF 5TH, EXPRESS, ASOS, SHEIN, macy's, Superdry, LACOSTE, Eddie Bauer, HOLLISTER, RIVER ISLAND, URBAN OUTFITTERS, Levi's, bloomingdale's, GUESS, FOREVER 21, zalando, G-STAR RAW

## Luxury & Premium

GUCCI, Harrods, BVLGARI, NET-A-PORTER, MONCLER, MARCHESA, Acne Studios, RALPH LAUREN, FARFETCH, KENZO, Saks Fifth Avenue, VALENTINO GARAVANI, MCM, DOLCE & GABBANA, VERSACE, HUGO BOSS, BALENCIAGA, RIMOWA, SAINT LAURENT, SELFRIDGES&Co, Proenza Schouler

## Shoes & Accessories

FINISH LINE, NINE WEST, MVMT, Timberland, VANS, TOMS, CONVERSE, Foot Locker, MARC FISHER, TAG HEUER, Dr. Martens, MONT BLANC, AWAY, KITH, PANDORA

## Everyday payments

Uber, NESPRESSO, JUST EAT, Spotify, instacart, Boots, Disney+, Discovery, Lime, HELLO FRESH, petco, Google Play, sky, Walmart Canada, DN., voi.

## Beauty & Cosmetics

RITUALS, HAUS LABORATORIES, BEAUTYCOUNTER, benefit SAN FRANCISCO, SPACE NK, SEPHORA, Rare Beauty, OUAI, Charlotte Tilbury, MAKE UP FOR EVER PROFESSIONAL · PARIS, Neutrogena, bluemercury makeup · skincare · spa, pixi, dermalogica

## Sports & Outdoor

GYMSHARK, HIBBETT SPORTS, on, adidas, Reebok, THE NORTH FACE, NBA, LesMILLS, Sweaty Betty LONDON, UNDER ARMOUR, GARMIN, BURTON, TaylorMade, 2XU HUMAN PERFORMANCE. MULTIPLIED., TREK Backcountry, F1, NFL

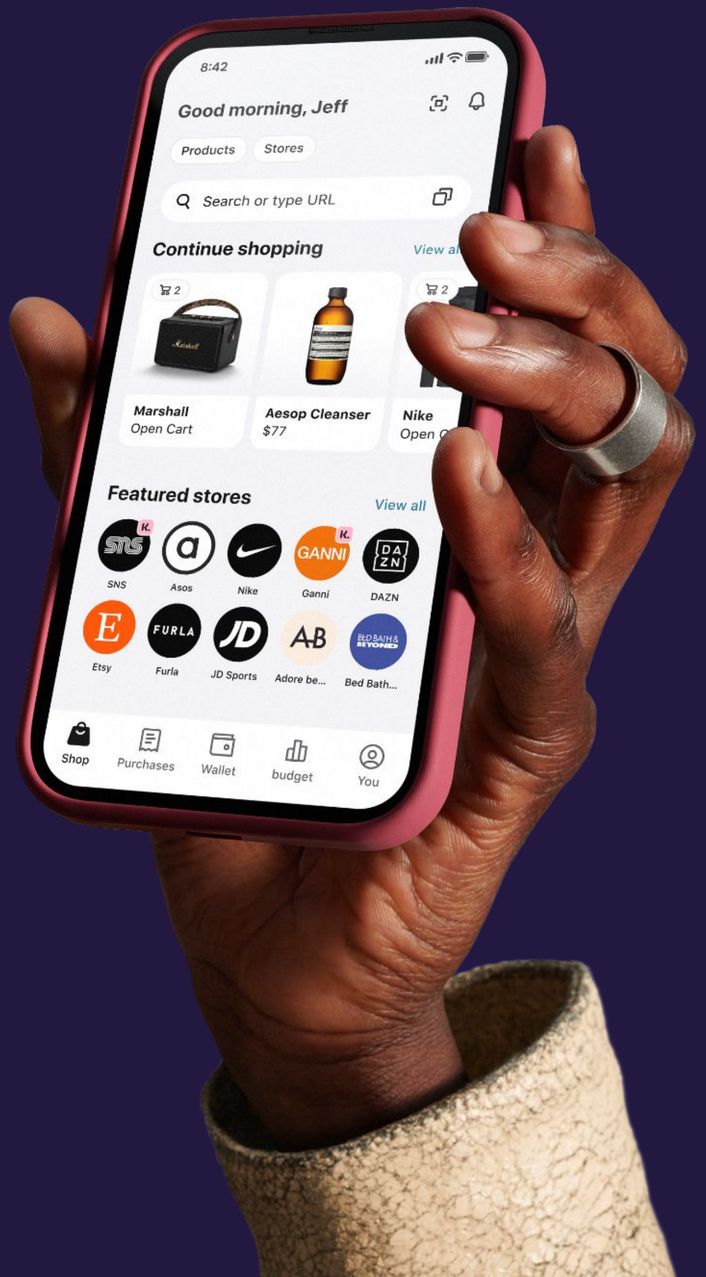
## Home electronics

SAMSUNG, BOSE, GameStop, PHILIPS, Google, SONOS, hydrow, Microsoft, dyson, harman/kardon by HARMAN, Back Market, ONEWHEEL, wacom

## And much more

IKEA, airbnb, Etsy, StubHub, ebay, MOTOR HARLEY-DAVIDSON CYCLES, Expedia, wayfair, JOANN, ticketmaster, Booking.com, 1-800 flowers.com, CATHAY, AliExpress

# Klarna is on a mission to smooth commerce



How do we smooth commerce?

# A brand that connects
# Getting the jobs done
# Empowering our partners

How do we smooth commerce?

# A brand that connects

# Getting the jobs done

# Empowering our partners

Marble offices and blue suits are outdated to inspire trust

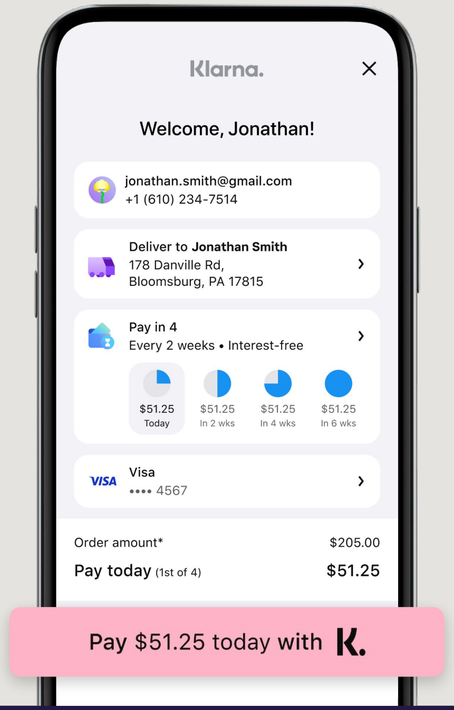
Trust today means speaking consumers' language



# The foundation of our brand's promise: smoooth shopping

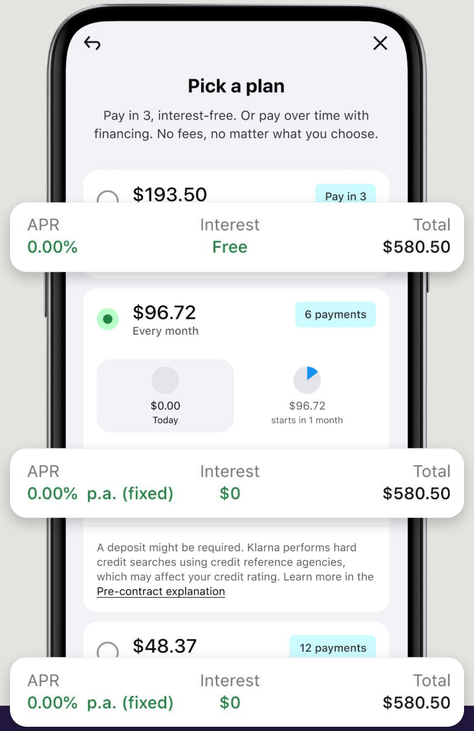
### Save time

A one-click experience based on your shopping preferences, channel agnostic but optimized for mobile



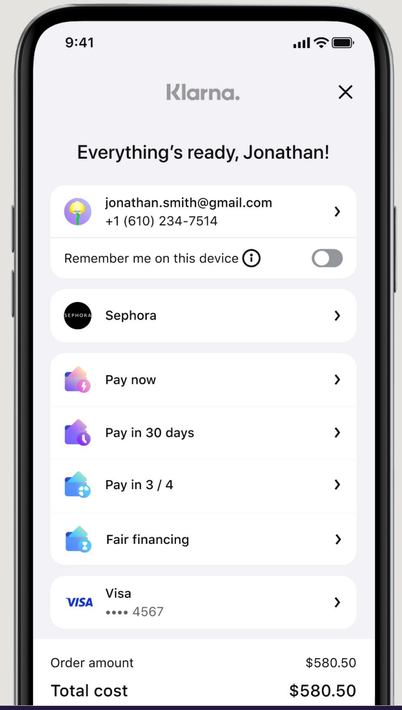

### Save money

A consumer-friendly model built on full transparency and no hidden interest or fees




### Be in control

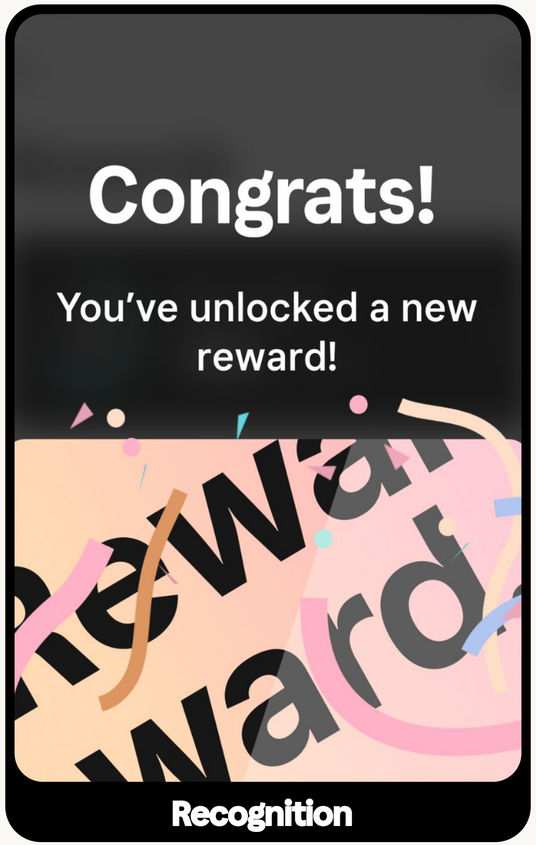
Payment options that grant shoppers full flexibility of when and how to pay



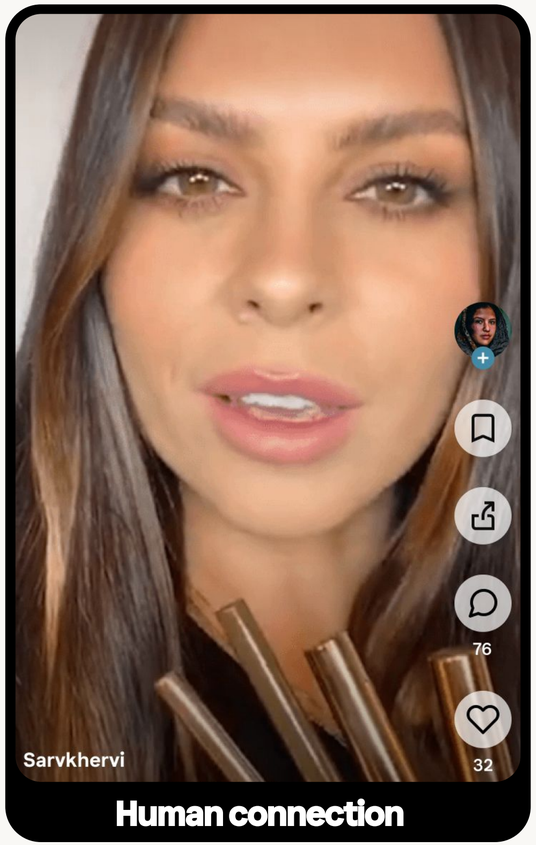
# A great brand stays in touch with consumers' evolving needs



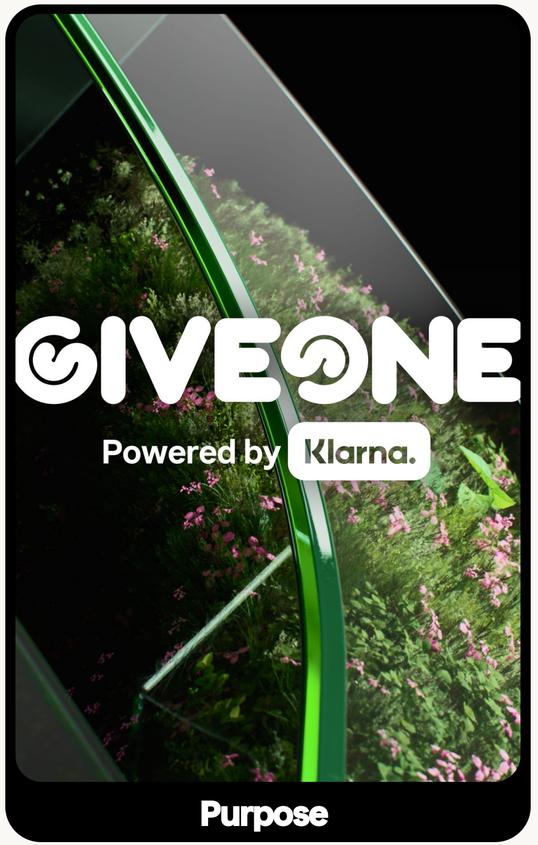

Culture




Recognition



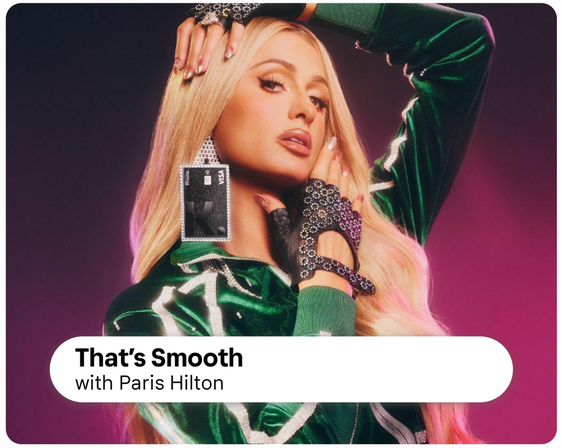

Human connection

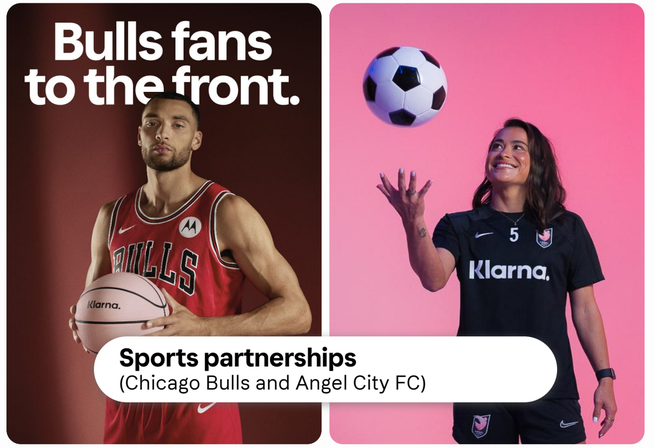


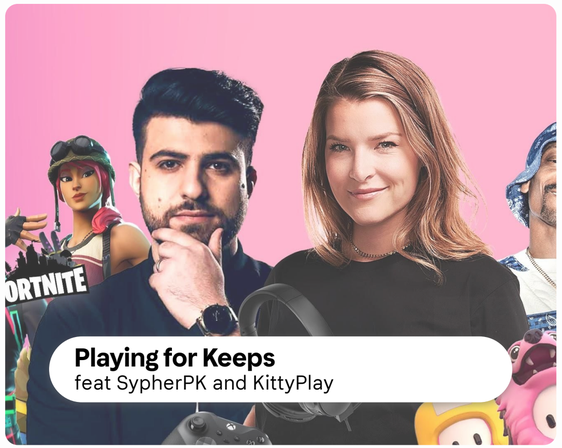

Purpose

# We're connecting to new generations of shoppers



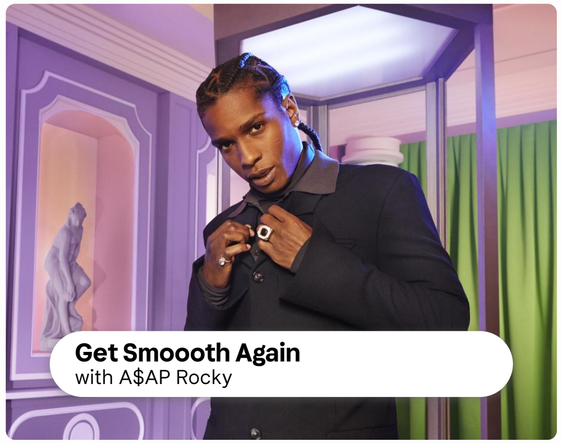



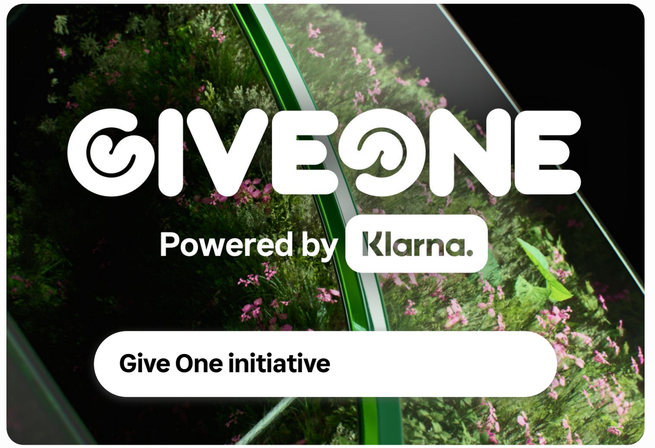



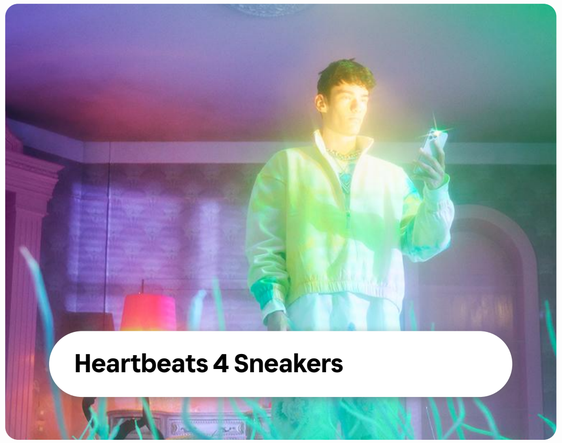





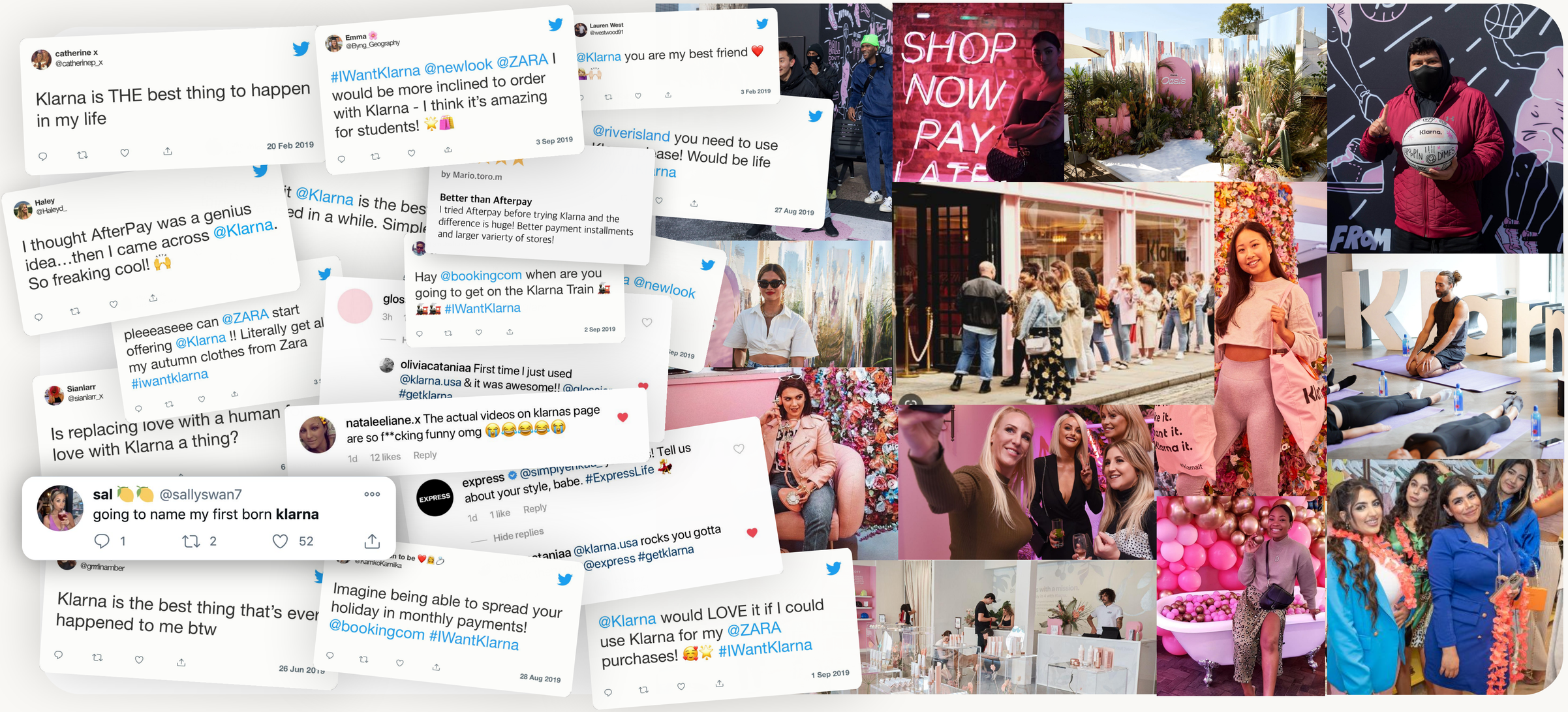




# We don’t just have customers, we have fans



How do we smooth commerce?

A brand that connects

Getting the jobs done

Empowering our partners

# Our first job was solving online payments

**Pay in 30 days**

Bring the fitting room to the living room.

**3 or 4 payments**

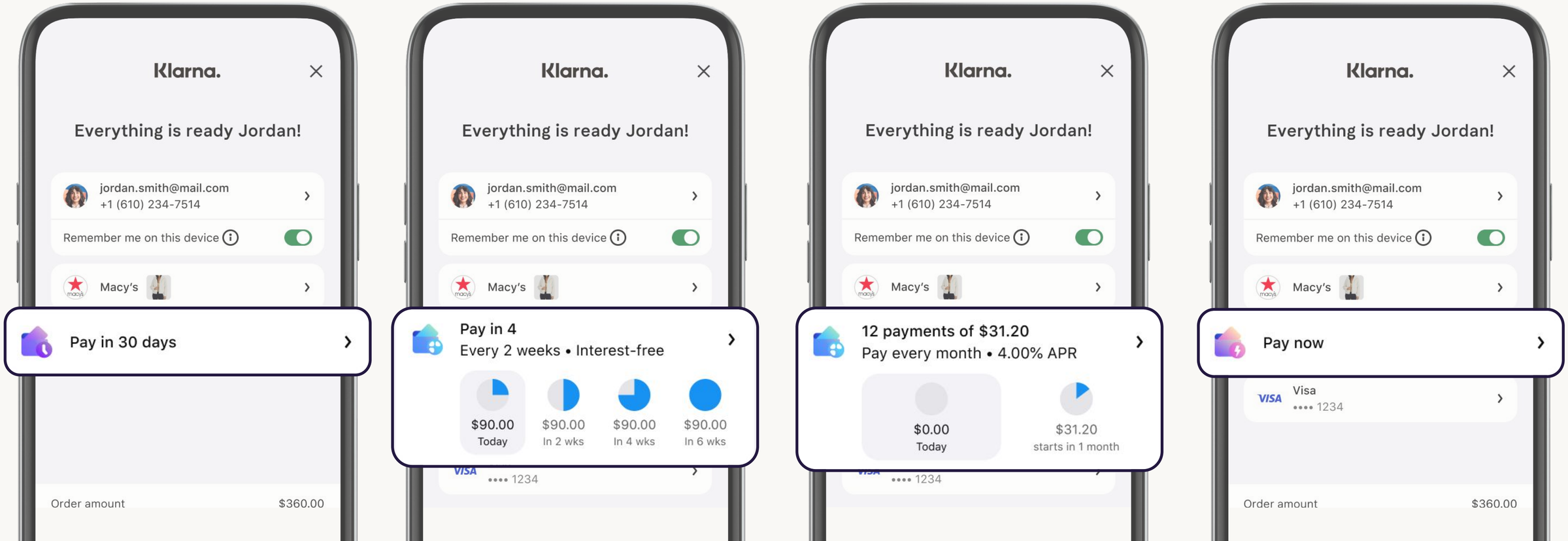
An interest-free way to manage cash flow.

**Fair financing**

Make larger purchases more affordable.

**Pay now**

Pay in whatever way you like.

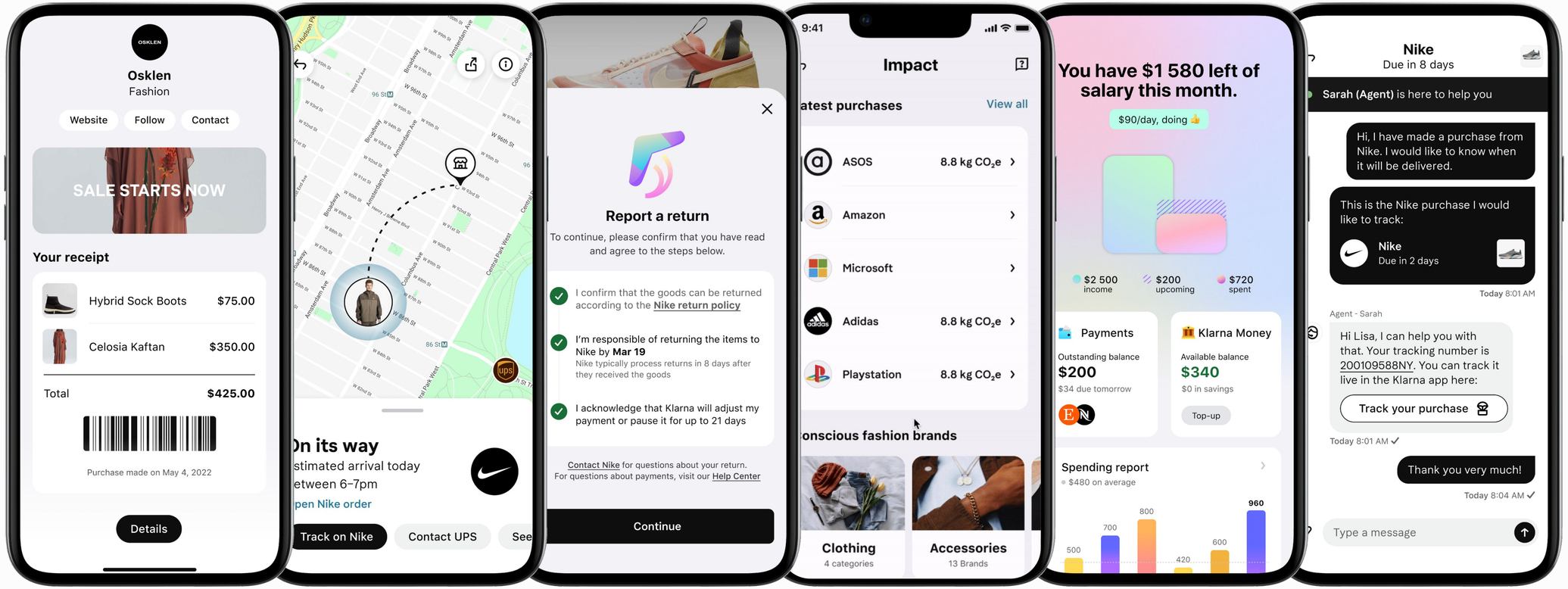


# Then developed a superior way of managing purchases

**Problem**

Existing banking apps lack features to facilitate customer purchase management and comprehension.

**Solution**



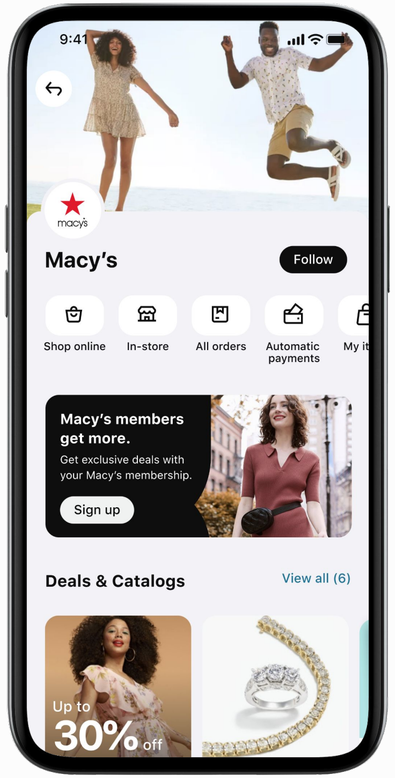

Purchase overview | Delivery tracking | Dispute handling | $CO^2$ impact overview | Budgeting tools | 24/7 customer support

# With features that cultivate customer relationships

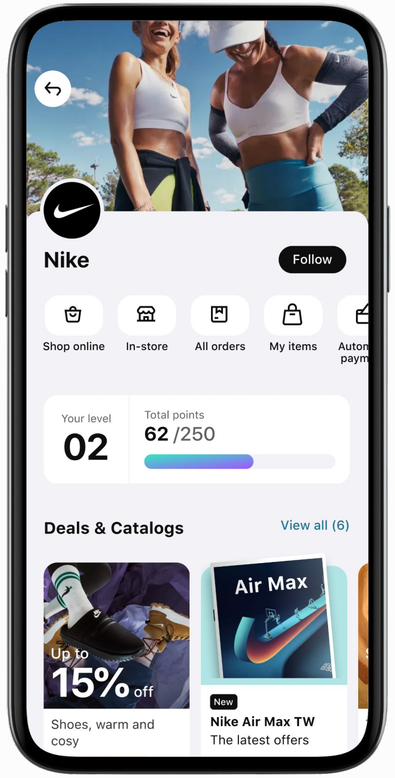
**Problem**

Traditional banking apps are limited and costly, which prevents merchants and customers from building relationships.

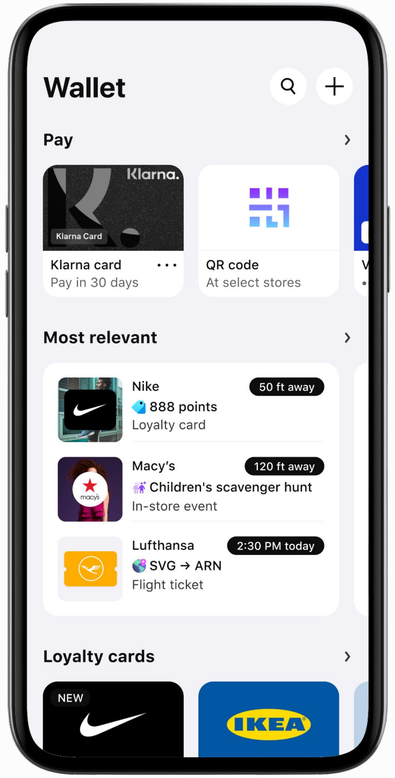
**Solution**




Retailers page overview




Brands page overview




Stocard

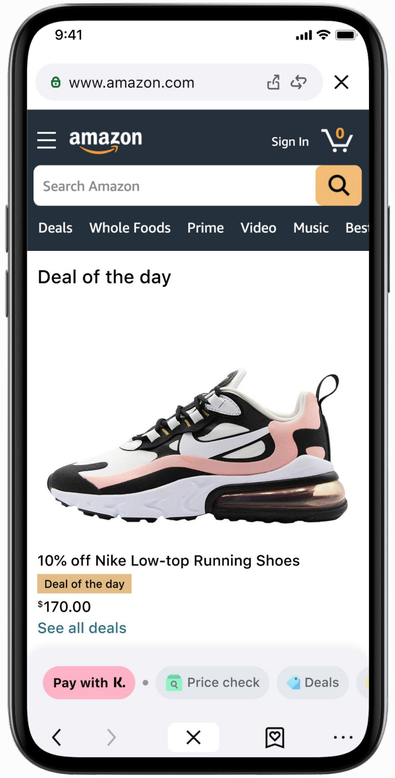
# Bringing smoooth shopping everywhere

**Customers asked**

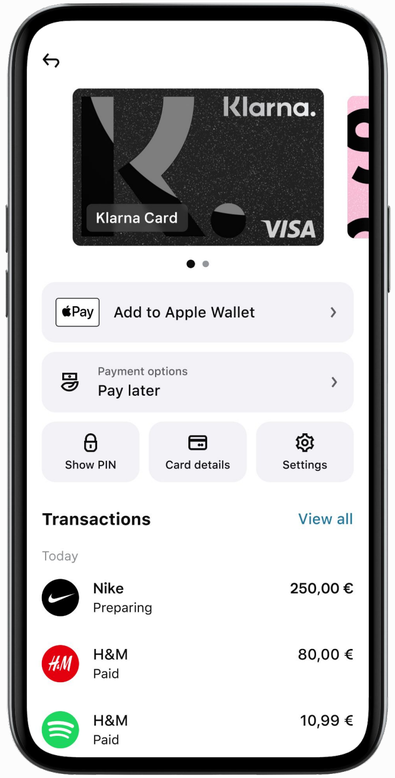
Shoppers want to be able to access Klarna anywhere, anytime.

For integrated and non-integrated merchants, online and offline.

## K. Solution




Klarna everywhere




Klarna card

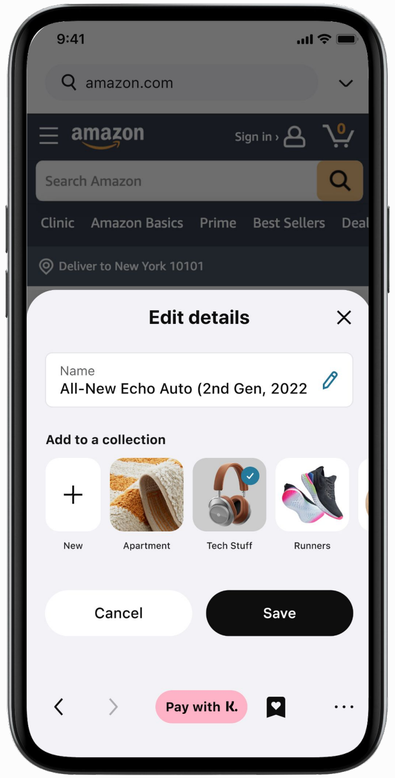


# To become the shopping assistant of the future

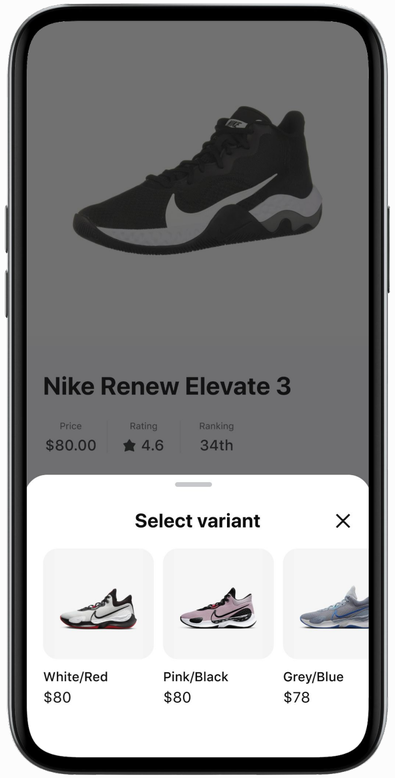
**Problem**

Consumers often have to toggle between many different apps for a simple and smooth shopping experience.

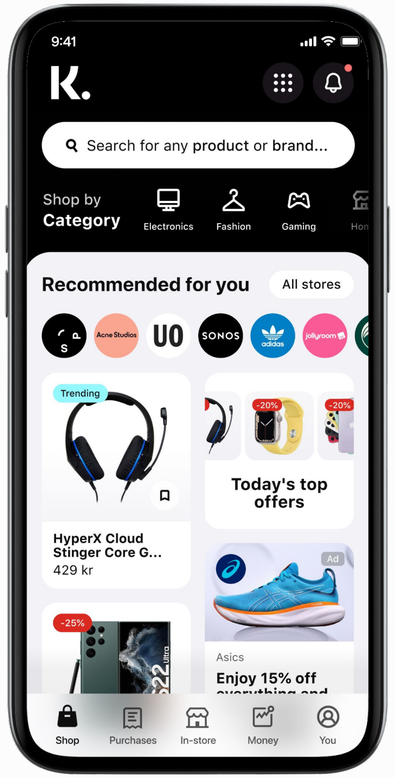
## K. Solution



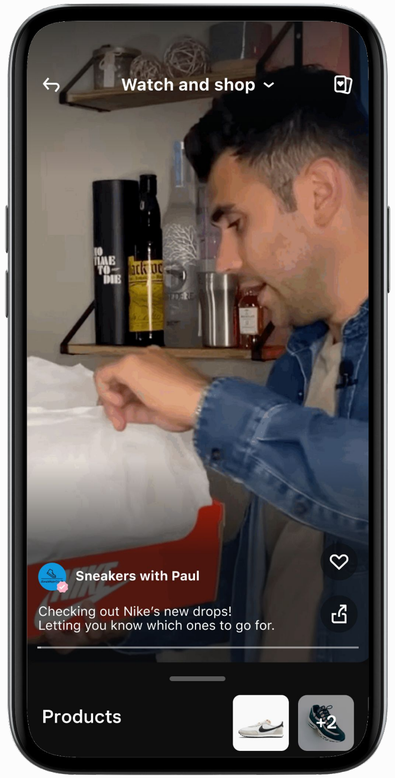

Save and share



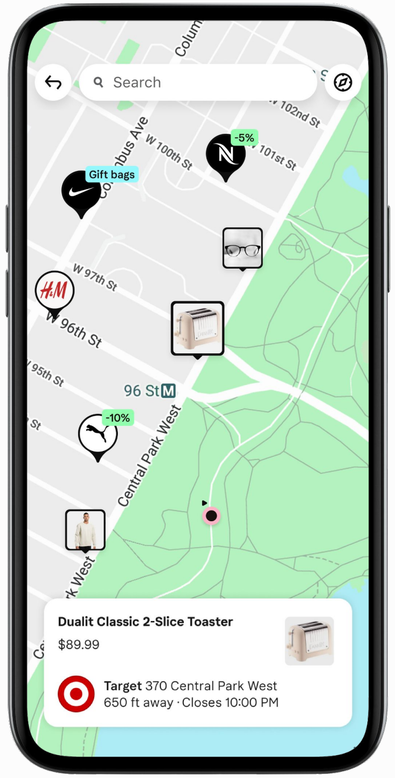

Product search




Infinite feed




Shoppable video




Nearby product and store recommendations



# What's the secret sauce?

# Shoppers trust us to deliver highly personalized experiences based on their preferences

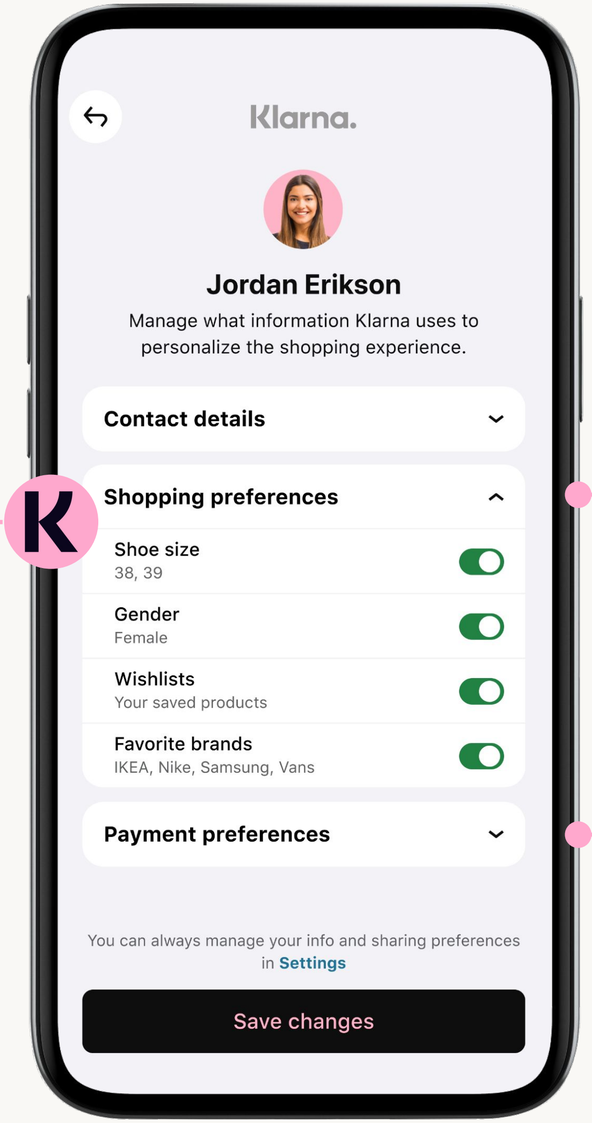
**73%**

of customers want businesses to understand their unique needs and expect to be served accordingly

## SKU level-data



**Brand** Nike
**Model** Air Max
**Shoe size** 38
**Color** Black • Orange




## Example

### Shopping preferences

I want to share

**Shoe size** 38 • 39
**Gender identity** F
**Favorite brands** IKEA • Nike ...
**Wishlists** Your saved products



### Payment preferences

I want to share

**Preferred payment method**
Pay Now • Pay in 30 days

### Category interests & passions

Future state

**Furniture** Mid-century design
**Home & Garden** Horticulture
**Leisure, Sport & Hobby** Yoga, Running

### Other preferences

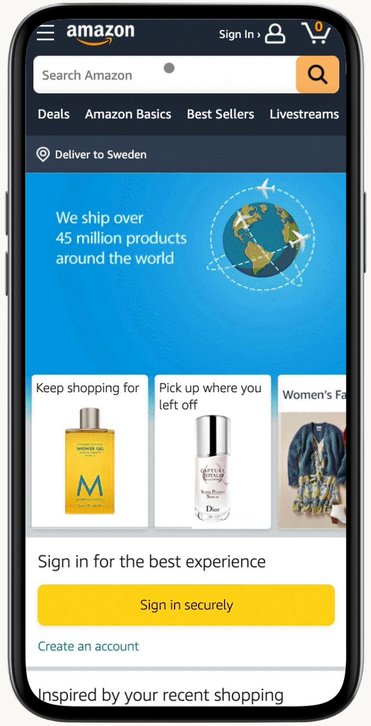
Future state

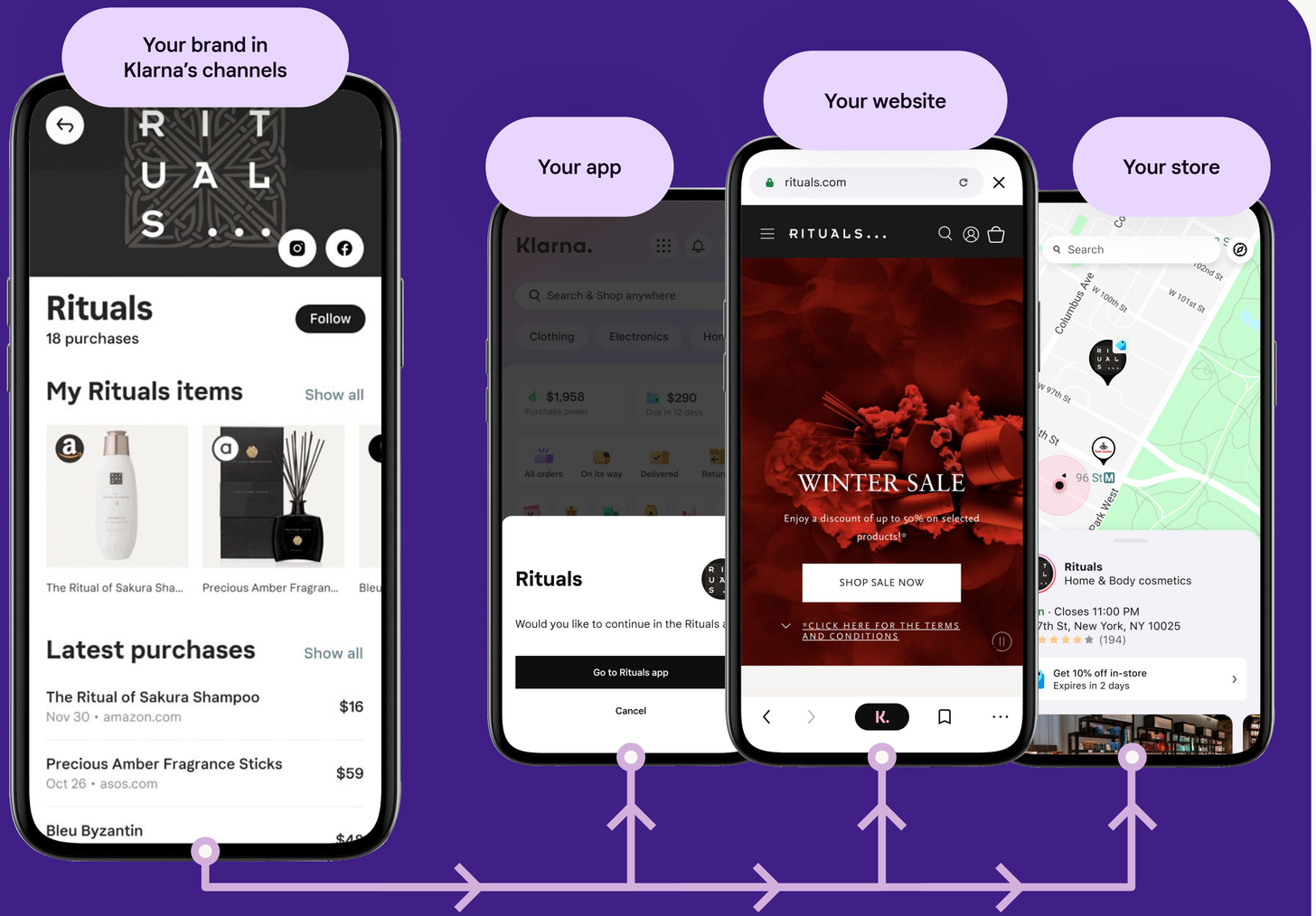
**Dress size** Small • Medium
**Color preference** Green • Red
**Sentiments** Climate conscious
**Dietary restrictions** Vegan • Gluten-free
**Channel preference** Mobile • In-store
**Deal engagement** ●●●○○
**Social engagement** ●●●●●
**Price sensitivity** ●●○○○

# We ensure you retain control of your brand and expression

### Other platforms

You're at the mercy of the provider, with no control over your customer relationships.




## Klarna's open platform

Even when customers start their journey with Klarna, they end it in your channel, putting you in control.

How do we smooth commerce?

A brand that connects

Getting the jobs done

Empowering our partners

# Partner results

Through the power of reach, relevance and conversion,
Klarna is driving incredible results for partners across verticals.

## General results

**40%**
higher average order value on Klarna purchases

**20%**
increase in conversion

**45%**
increase in purchase frequency

**2M**
daily leads to retailers

## Partners' results

H&M

**11%**
conversion increase

*Athletic brand*

**12%**
volume growth increase

ALTERNATIVE AIRLINES

**91%**
reviews mentioning Klarna, were >4/5

MIRTA

**57%**
increase in site traffic

MCM

**10%**
reduction of drop off at checkout

SONOS

**61%**
average order value increase

SHEIN

**25%**
lower CPA with Klarna-branded ads

★macy's

**2M**
monthly leads