

Radial and Klarna Partner to Integrate a Seamless Financing Option at Checkout, Driving Ease for Customers and Order Value for Retailers

Klarna's integration with Radial's Payment platform will increase retailers' revenues and allow for seamless customer experiences

King of Prussia, PA - February 21, 2017- Klarna, one of Europe's leading payments providers, and Radial, the leader in omnichannel commerce technology and operations, today announced a new partnership to further expand Radial's payment options. The integration of Klarna with Radial's Payment platform enables clients and prospects to offer a financing option at checkout to give customers more choice and could give retailers a 58 percent higher order value.

Financing a purchase over time has historically been optimized for brick and mortar stores. The online equivalent, however, can often be an ordeal, with redirects, lengthy forms and unclear information. Klarna's process only requires a few fields of information, and lets customers know instantly if they qualify for the financing solution.

"Radial's partnership with Klarna enables our clients and prospects to offer their customers payment flexibility with convenient, low APR financing options," said Stefan Weitz, Chief Product and Strategy Officer at Radial. "Giving customers a straight forward financing option is not only convenient for them, but benefits our retailers' order value. No smoke and mirrors and hidden costs, it's just simple financing and approval to give customers what they want, when they want it. It's a fantastic way to reduce friction in the purchase process to convert more shoppers to buyers."

By delivering a best-in-class user experience for online consumer financing with a more flexible and competitive payment option over traditional methods, retailers and brands of all sizes can counteract the abandoned cart effect boosting customer retention, loyalty and sales.

"We have built a solution optimized for the online shopping experience with a particular focus on mobile commerce," commented Brian Billingsley, CEO of Klarna North America. "What we've learned at Klarna from processing hundreds of millions of transactions is that when the user experience for consumer finance is smooth and easy to understand, it drives loyalty and increases sales."

Klarna launched its financing platform in the United States in September 2015.

About Klarna

Klarna is Europe's leading payments provider that aims to make the payment process simple, smooth and safe for customers and its merchant partners. The company, founded in 2005, was recently named as one of the top disrupter companies in the world by CNBC.

Klarna works together with 65,000 merchants to offer payment solutions to more than 45 million users in Europe and North America. Klarna has 1,500 employees and is active in 18 countries. Klarna Credit is issued by WebBank, member FDIC.

About Radial

Radial is the leader in omnichannel commerce technology and operations, enabling brands and retailers to profitably exceed retail customer expectations. Radial's technical, powerful omnichannel solutions connect supply and demand through efficient fulfillment and transportation options, intelligent fraud detection, payments, and tax systems, and personalized customer care services.

Hundreds of retailers and brands confidently partner with Radial to simplify their post-click commerce and improve their customer experiences. Radial brings flexibility and scalability to their supply chains and optimizes how, when and where orders go from desire to delivery. Learn how we work with you at www.radial.com.

Klarna Press Enquiries

Jesper Wigardt

PR Manager Klarna

press@klarna.com

Radial Media Contact

Ned Tadic

Finn Partners for Radial

312 329 3979

radial@finnpartners.com
