

# Klarna Taps Feintuch Communications to Implement Public Relations Campaign in North America

STOCKHOLM and COLUMBUS, Ohio and NEW YORK, March 6, 2017 /PRNewswire/ -- Klarna ([www.klarna.com](http://www.klarna.com)), one of the world's most innovative payments providers, has selected Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)) as its public relations agency of record for North America.

Headquartered in Stockholm, and with U.S. headquarters in Columbus, Ohio and sales and marketing operations in New York City, Klarna serves 45 million consumers through 65,000 online merchants in 18 markets worldwide.

Klarna is best known in North America for its flexible financing option that provides consumers with instant credit when shopping online, enabling them to pay for their purchase over time without using a credit or debit card. Klarna assumes the risk so that retailers are guaranteed they will receive their money.

"Since entering the North American market in 2015, Klarna has made steady progress in adding e-tailers and partnering with e-commerce platform providers," said Brian Billingsley, CEO North America, Klarna. "As we have gained increased momentum, we sought an experienced fintech PR firm to lead a strategic campaign to raise e-merchant awareness of Klarna's payment solutions. The Feintuch Communications team has solid experience in the online payments, e-commerce and retail markets and understands our core business objectives. We look forward to an active collaboration."

Feintuch Communications' credentials in the fintech market include current clients MPOWER Financing and BasisCode, and past clients -- DealVector, PaySafe (formerly Optimal Payments), Rezzcard, FOREX.com and SimCorp.

"Klarna is a highly innovative and disruptive payments company already active in 18 countries and processing more than 400,000 transactions daily with a value in excess of \$10 billion annually," said Henry Feintuch, president, Feintuch Communications. "The company's instant financing solution has been proven to increase consumer loyalty and drive increased sales -- a win-win for consumers and merchants. We'll work closely with the North American and headquarters teams to increase market support for Klarna's solutions through an integrated public relations and social media campaign."

The Klarna account team includes Henry Feintuch, president; Richard Anderson, senior managing director; and Doug Wright, senior account director.

## About Klarna

Klarna is a 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 disruptor 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. The company's North America headquarters is in Columbus, Ohio with sales and marketing operations in New York. Klarna has 1,500 employees and is active in 18 countries. Klarna Credit is issued by WebBank, member FDIC.

## About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance ([www.PRWorldAlliance.com](http://www.PRWorldAlliance.com)), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

SOURCE Feintuch Communications

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