

CB Insights Reveals the Fintech 250 List at Future of Fintech

Klarna Named to the 2017 Fintech 250, Highlighting Advancements in Payment Technology

NEW YORK, June 28, 2017 -- CB Insights has named Klarna to the [Fintech 250](#), a select group of emerging private financial technology companies, for its breakthroughs in payment technology.

"Klarna's payment solutions offer consumers more ways to pay and provide merchants the ability to convert more shoppers," said Jim Lofgren, general manager, Klarna North America. "With Klarna's innovative platform, consumers can get instant credit approval without leaving the merchant checkout, and the option to come back and spend more without reapplying. We see tremendous interest among merchants, particularly from those who care about the customer experience online and who want to keep the consumers on the merchant site -- they seem to prefer Klarna over other solutions in the market."

"The financial services industry will see more change in the next 10 years than it has in the last 100. And that transformation is being driven by a group of smart insurgent startup companies. The Fintech 250 are the most promising of these insurgents. They are bringing emerging technologies and business models to financial services that will permanently change the way we handle money and do business," said CB Insights CEO and co-founder Anand Sanwal.

Sanwal, revealed the Fintech 250 companies during [The Future of Fintech](#), a gathering of the world's largest financial institutions, best fintech startups and most active venture investors.

The CB Insights research team selected the Fintech 250 companies based on several factors including data submitted by the companies and the company's Mosaic Score. [The Mosaic Score](#), based on CB Insights' National Science Foundation-funded algorithm, measures the overall health and growth potential of private companies. Through this evidence-based, statistically-driven approach, the Mosaic Score can help predict a company's momentum, market health and financial viability.

Klarna was recognized alongside companies such as Robinhood, Acorns, Nav and Blue Vine for their innovative technology in front of an audience of 1,000 senior executives from around the world. The entire Fintech 250 list can be viewed here: <https://www.cbinsights.com/research-fintech250>.

Quick facts on the Fintech 250:

- These 250 emerging private companies have raised \$14B across 240 deals in 2016.
- Applications of their technology include breakthroughs in insurance, lending, payments, human resources, real estate, and much more.
- More than 2,000 companies were nominated or applied for the Fintech 250 (only 8% were selected).
- Ribbit Capital has backed 17 of the Fintech 250 companies, while Andreessen Horowitz and Goldman Sachs backed 9.
- Twenty-three Fintech 250 companies have reached a valuation of \$1B or more.
- 23 countries are represented among the Fintech 250 companies.

About CB Insights

Our team comes to work every day to build technology that helps corporations guess less and win more. We aggregate and analyze massive amounts of data and use machine learning, algorithms and data visualization to help corporations replace the three Gs (Google searches, gut instinct and guys with MBAs*) so they can answer massive strategic questions using probability not punditry.

With backing from the National Science Foundation and venture capital investors, we mine terabytes of data and knowledge contained in patents, venture capital financings, M&A transactions, hiring, startup and investor websites, news sentiment, social media chatter, and more. Our software algorithmically analyzes this data to help our clients see where the world is going tomorrow, today.

*We have MBAs.

About The Future of Fintech

The Future of Fintech is an exclusive gathering of the world's largest financial institutions, best fintech startups, and most active venture investors. More information is available at <http://events.cbinsights.com/future-of-fintech>.

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 70,000 merchants to offer payment solutions to more than 60 million users in Europe and North America. The company's North America offices are in Columbus, Ohio and New York. Klarna has 1,500 employees and is active in 18 countries. Financing through Klarna is issued by WebBank, member FDIC.

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