

## A step closer to Vipps and MobilePay merger

Today, the two companies Vipps and MobilePay submitted a new and adjusted application to the European Commission. - The ambition for creating one European wallet stands firm, says Rune Garborg.

In June 2021, Vipps, MobilePay and Pivo announced that they would merge the three mobile payment providers, into one mobile wallet.

This summer, the European Commission expressed concerns related to consolidation in Finland related to mobile payment wallets, with both MobilePay and Pivo included in the merger. The EU Commission had serious concerns about the horizontal overlap of MobilePay and Pivo within offering of P2P payments and eCommerce payments in Finland. As a response to this, the parties involved have decided to proceed with the merger without OP Financial Group as co-owner. It also means that the Finnish mobile payment wallet Pivo, which is owned by OP, is no longer included in the merger.

### No change in ambitions

- Of course, we would like Pivo and OP to be involved in the proceedings, but we have chosen to adapt to the commission on this point in order to move forward with the approval process. We will invest in growth and development in Denmark, Norway and Finland and aim to be the leading solution for mobile payments in Finland, says Vipps CEO Rune Garborg.

The name of the new company will be Vipps MobilePay AS. A new formal application has now been submitted to the European Commission, and the companies expect to receive approval before Christmas. From thereon out the focus is to build Vipps MobilePay as one company across Norway, Finland and Denmark.

- Vipps will still merge with MobilePay in Denmark and Finland, and there is no change in the parties' ambitions to create one joint mobile payment wallet, says Garborg.

The merger will gather close to 11 million users, 400,000 stores and 900 million annual transactions, into one mobile wallet.

### Few changes for users and companies

Although Vipps and MobilePay now are one step closer to becoming one company, it will not have major changes for users or merchants.

- For merchants and end users, the solutions will be as easy as they are today, but by collecting everything on one common platform, it gives us even greater opportunities to develop new innovative solutions and continue with world-class simplification, concludes Garborg.

### Facts about the new ownership:

In connection with OP Financial Group withdrawing from the merger, Danske bank will own 27.8 percent instead of the original 25 percent, while the Norwegian banks behind Vipps will have a share of 72.2 percent instead of 65 percent.

Rune Garborg, current CEO of Vipps, will still to be CEO of the new company. Claus Bunkenborg becomes deputy managing director. Kjerstin Braathen, current chairman of Vipps and CEO of Norway's largest bank, DNB, will become chairman of the new company. All other members of the management team and members of the board will be announced when the merger is completed.

*The merger is still subject to approval from the relevant authorities, including the European Commission.*