

To the editor

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## **Danske Bank in dialogue with Vipps**

Danske Bank has decided to terminate MobilePay in Norway, and is in dialogue with Vipps (the Norwegian mobile payment solution) about entering a distribution agreement in Norway. The intention is to settle on an agreement as soon as possible for the benefit of the Norwegian private users and business customers.

The Norwegian mobile payment market has experienced extensive growth since the launch of Vipps and MobilePay in the summer 2015. Now a new chapter starts.

”The past two years we have learned a lot and our presence in the Norwegian market have strongly contributed to the development of the Norwegian mobile payment market. As a challenger with heavy focus on product development, we take great pride in our contribution in ensuring user-friendly solutions for the market. Now we will start writing a new chapter in this story,” says Jesper Nielsen, member of the Executive Board in Danske Bank Group, and Chairman of MobilePay.

### **In dialogue with Vipps**

Since the decision of terminating MobilePay in Norway was made, Danske Bank has been in dialogue with Vipps about a Norwegian distribution agreement. The intention is to settle on an agreement as soon as possible.

“Vipps shares our ambition and focus on creating solutions with broad reach and high ease of use, solutions constantly in development. Our ambition is to settle on an agreement that enables us to offer our users and business customers great solutions in Norway. We will contribute with our many years of experience from the Nordic market. I believe this combination will benefit the bank’s customers who deserves that we at all times ensure the best possible solutions for them,” says Jesper Nielsen.

### **Ensuring a good process**

While dialogue with Vipps is ongoing, Danske Bank will also focus on the process for MobilePay’s users and business customers.

”We have established an ambitious MobilePay in Norway with strong solutions and very skilled employees. It is very important for us to ensure a smooth and good process for our users and business customers. This work will take place in the coming period and we will take the time necessary for ensuring this,” says Jesper Nielsen.

MobilePay in Danmark and Finland remain unchanged by the decision in Norway.

### **For further information**

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