

## Successful launch of Vipps payment services in Norway

**Westpay has integrated Vipps payment offerings, making them an integral part of Westpay's Swipe2Pay technology. The first transactions were just successfully made, making Vipps a natural choice for in-store payments in the Norwegian market.**

With Swipe2Pay, Westpay has a unique technology platform that allows, on-going, new alternative payment methods next to traditional card-present payments. In addition, to strengthen the value of Westpay's and Vipps offerings to merchants and consumers, this collaboration will also add transaction revenue to Westpay.

*- I am happy that we continue to make a difference in the Norwegian market. Our footprint is getting bigger and bigger, and more and more partners are finding out about the benefits of being a part of the Westpay family. With Swipe2Pay, and Vipps, we expand the in-store customer experience to the next level, says Christian Myrland, regional Manager Norway.*

Vipps is the leading company in smart payments in Norway. The simplicity and availability are key components of its success.

*- Vipps is all about making payments easier for the end customer. Over time, we have seen an increasing need for a secure and qualified in-store solution. The end customer expects various payment methods no matter the location or channel. Our collaboration with Westpay enables us in-store, and I am impressed with the way our offering combined, correlates with what Vipps is all about – make payments easy, says Vegar Wikhammer Heirat, CCO at Vipps.*

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### About Westpay

Westpay is a full-service Fintech- and Payment Solution Provider that offers solutions that simplify payments and amplifies the overall customer experience. If you represent a restaurant, hotel, store, in-store, or e-commerce, and looking for a payment solution that adds value, we can help you all the way. The company is represented globally, headquartered in Stockholm, Sweden and is listed on Nasdaq First North Growth Market.

Learn more at: [westpay.se](https://westpay.se)

### Attachments

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