

Westpay Expands Its POS Partner Network – Driving Growth and Expanding Merchant Reach

Westpay AB (“Westpay”), a leading Nordic provider of secure and innovative payment solutions, today announces the continued expansion of its Point-of-Sale (POS) Partner network. With now more than 70 POS Partners onboarded, Westpay further strengthens its strategic foundation for scalable growth and long-term customer relationships.

During the third quarter, Westpay signed agreements with three new POS Partners, covering the verticals of grocery retail, convenience stores, self-service, and hospitality. These partners will now market and directly sell Westpay’s payment solutions bundled with their POS systems—ensuring merchants benefit from fully integrated, future-ready payment services.

“Our POS Partner program is one of Westpay’s strongest growth drivers. By making integration fast, seamless and secure, we enable our partners to shorten their time-to-market from months to just weeks,” says Sten Karlsson, CEO at Westpay. “This makes Westpay the natural choice for POS providers who want to deliver state-of-the-art payment solutions while retaining commercial flexibility and independence.”

Westpay’s competitive advantage lies in its combination of technology leadership and a partner-centric commercial model. The company’s acquirer-independent platform, unique “One Device” solution, and resilient transaction infrastructure offer merchants both flexibility and security. At the same time, POS Partners benefit from strong commercial incentives and lasting stickiness, as their investment in technology integration creates long-term alignment with Westpay.

The continued growth of the POS Partner network underpins Westpay’s dual go-to-market strategy of both direct and indirect sales. It ensures broader reach across the Nordic payments market while reinforcing the company’s SaaS-driven business model.

When merchants choose Westpay, they choose independence, resilience, and readiness.

Secure. Swedish. Ready.

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Redeye AB is the company’s Certified Adviser.

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

Attachments

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