

Klarna @ d3con.



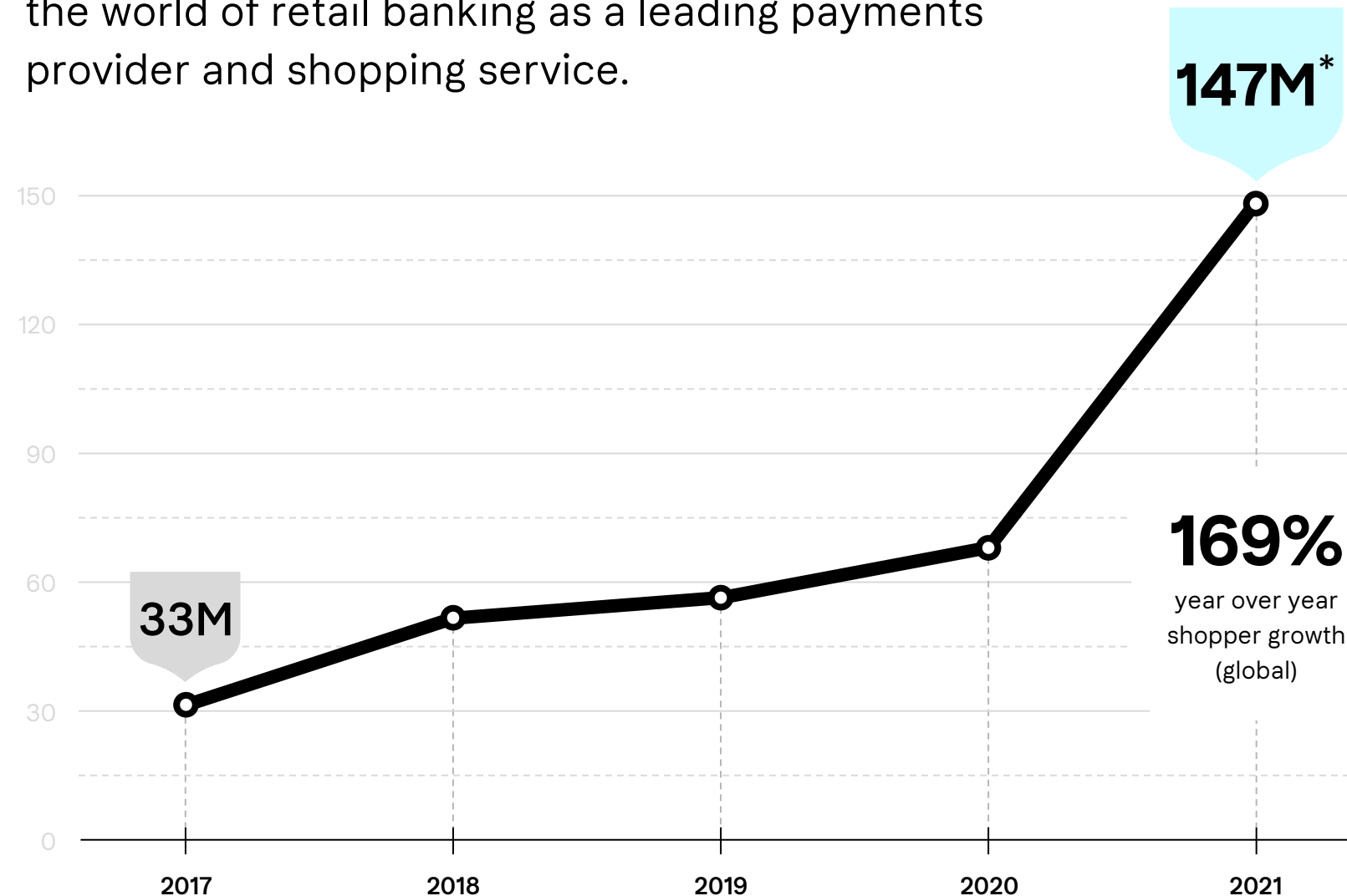
Klarna.



Introduction.

The fastest growing community of shoppers.

Since our launch in 2005, we have revolutionized the world of retail banking as a leading payments provider and shopping service.



*101M Klarna users + 47M consumers added through acquisitions.

We have

\$45.6bn
valuation

20
markets live

2M
TRXN/ day

147m
active
consumers

400k+
global retail
partners

55m+
total app
downloads

We have

7K
employees

46
offices

Bank
fully licensed
since 2017

Investors

atomico° SoftBank ANT GROUP VISA SEQUOIA

Commonwealth Bank BESTSELLER° H&M DRAGONEER INVESTMENT GROUP

SILVERLAKE PERMIRA

H&M

wayfair®

ebay

N A - K D®

HELLO
FRESH

flaconi

adidas

GÖRTZ

ABOUT YOU®

CALZEDONIA

ASOS

Acne Studios

AMORELIE

& other Stories

Booking.com

babymarkt

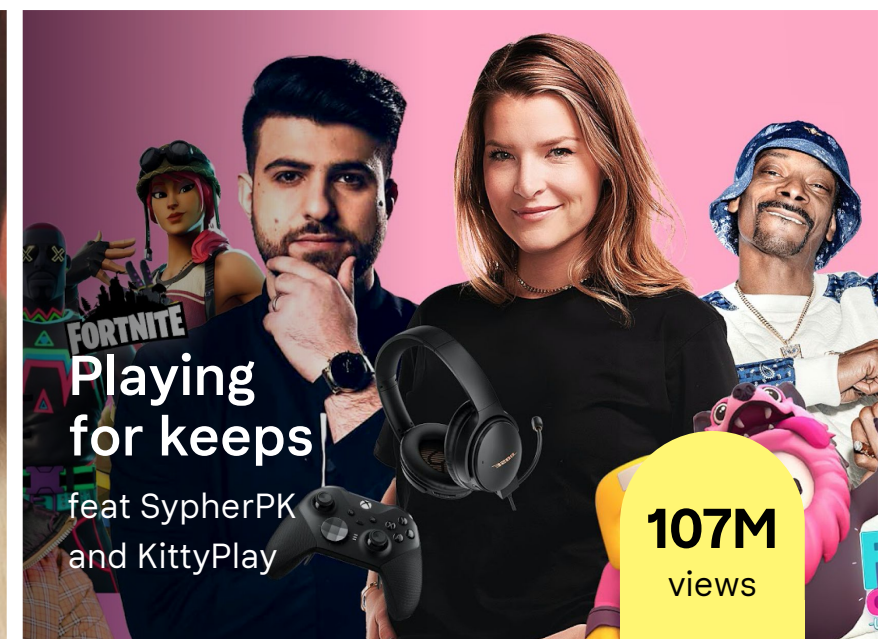
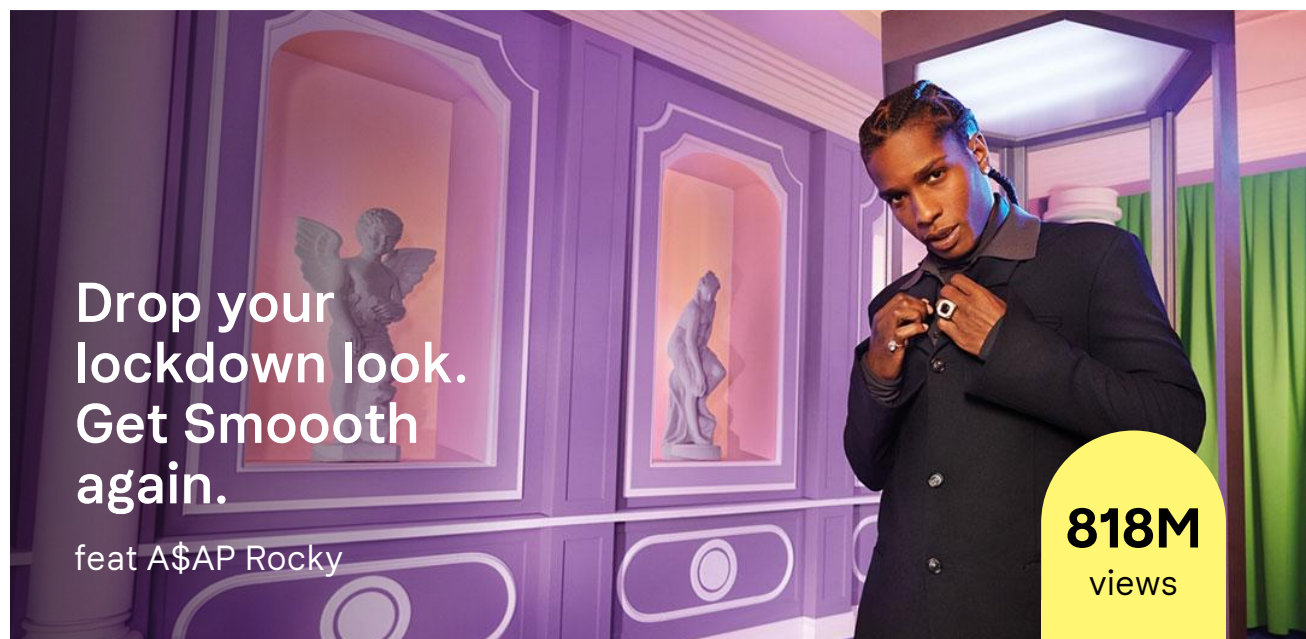
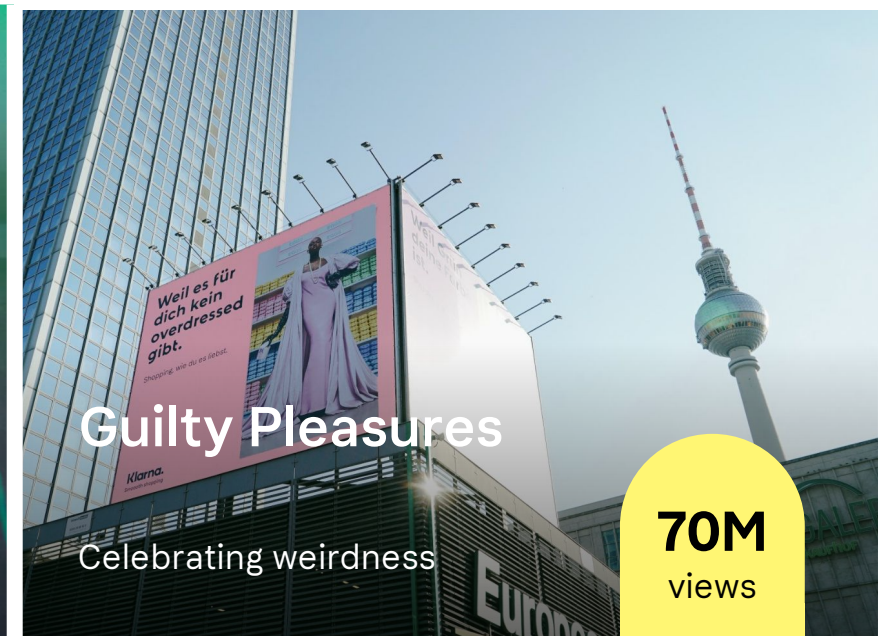
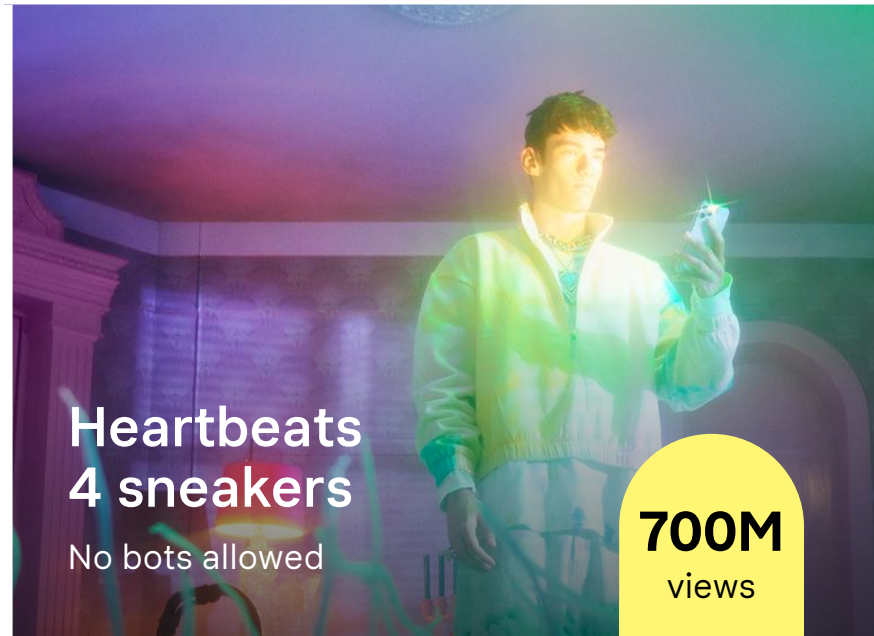
PANDÖRA

ticketmaster®



Klarna. is *the*
choice for a new
generation of
shoppers.

Our brand campaigns and partnerships see stunning shopper engagement.



Recent campaign.

Holiday Q4 2022.



Holiday activation - 4 main messages



Inspiration



Perks

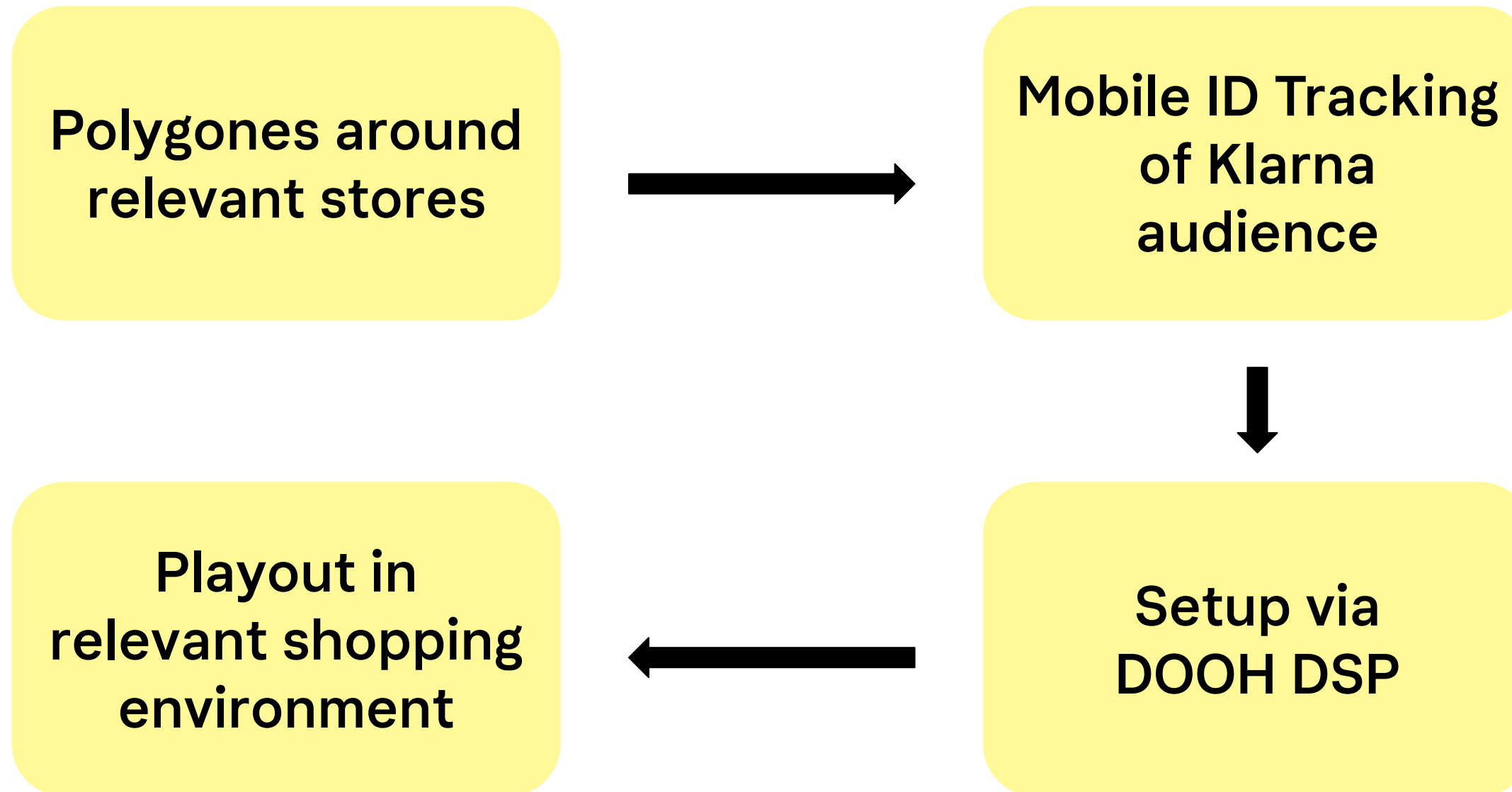


Control

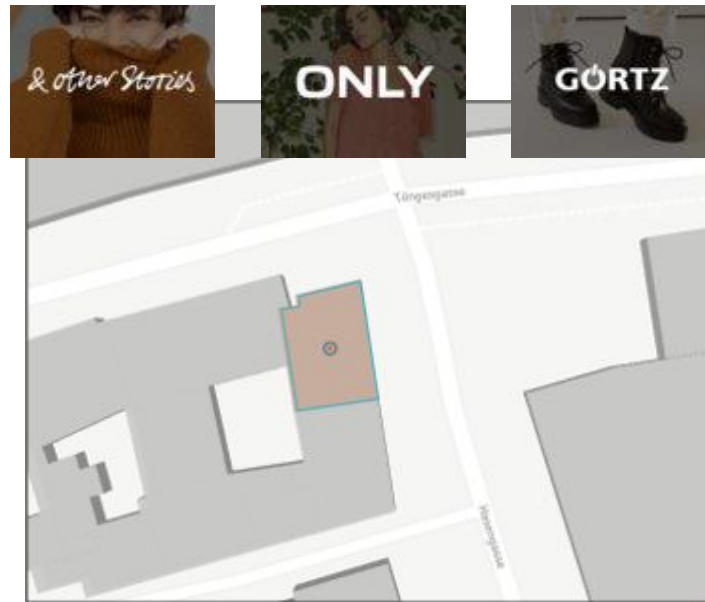


Delight

Innovative programmatic DOOH approach



Innovative programmatic DOOH approach





Top 10

German cities

47m

Contacts

+25%

in Google Brand Search

+15%

in Brand Consideration YoY



The Q4 2022 campaign was Klarnas most successful Holiday campaign to date.

Thank you.



K.