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Klarna partners with Euronics to bring flexible payments to 620 stores across the UK

25th February 2024, Klarna, the AI-powered payments and commerce network, and Combined Independent Holdings (CIH), the electrical buying group that is the UK arm of Euronics, Europe's largest electrical buying group, have partnered to bring Klarna to Euronics.co.uk— with plans to roll out Klarna in up to 620 Euronics stores across the UK.

Shoppers can now check out with Klarna's interest-free Pay in 3, making it easier to shop for must-have tech and appliances by spreading the cost over 60 days. The first payment is made at the time of purchase, followed by two subsequent payments at 30-day intervals— all with zero interest and no hidden fees. Customers can also choose to pay immediately and in full, or in 30 days with Pay Later.

The rollout is happening in two stages, starting with Klarna now being live on Euronics.co.uk, allowing customers to split their purchases at checkout with ease. Next, Klarna will launch in up to 620 Euronics stores across the UK, giving shoppers even more flexibility and choice when they pay in-store.

"Consumers expect flexibility when they shop, and Klarna delivers exactly that," says **Rich Knapman, New B2B Acquisition and Development Manager at CIH**. "This partnership will help attract new customers, encourage repeat business, and elevate the Euronics brand."

Raji Behal, Head of Western and Southern Europe at Klarna, adds: "Euronics is recognised for its local expertise and customer service. By bringing Klarna's seamless payment experience to its retailers, we're making it easier than ever for UK shoppers to get the tech and appliances they need—without the financial strain."

The partnership comes as Klarna cements its position as the UK's leading BNPL provider, now available at half of the UK's top 100 retailers. Klarna's customer base is evolving, with its average customer now 38 years old and its fastest-growing demographic being 65+. The company has 10 million active consumers in the UK.

For details on how to become a part of Euronics in the UK email: membership@cihgroup.com.