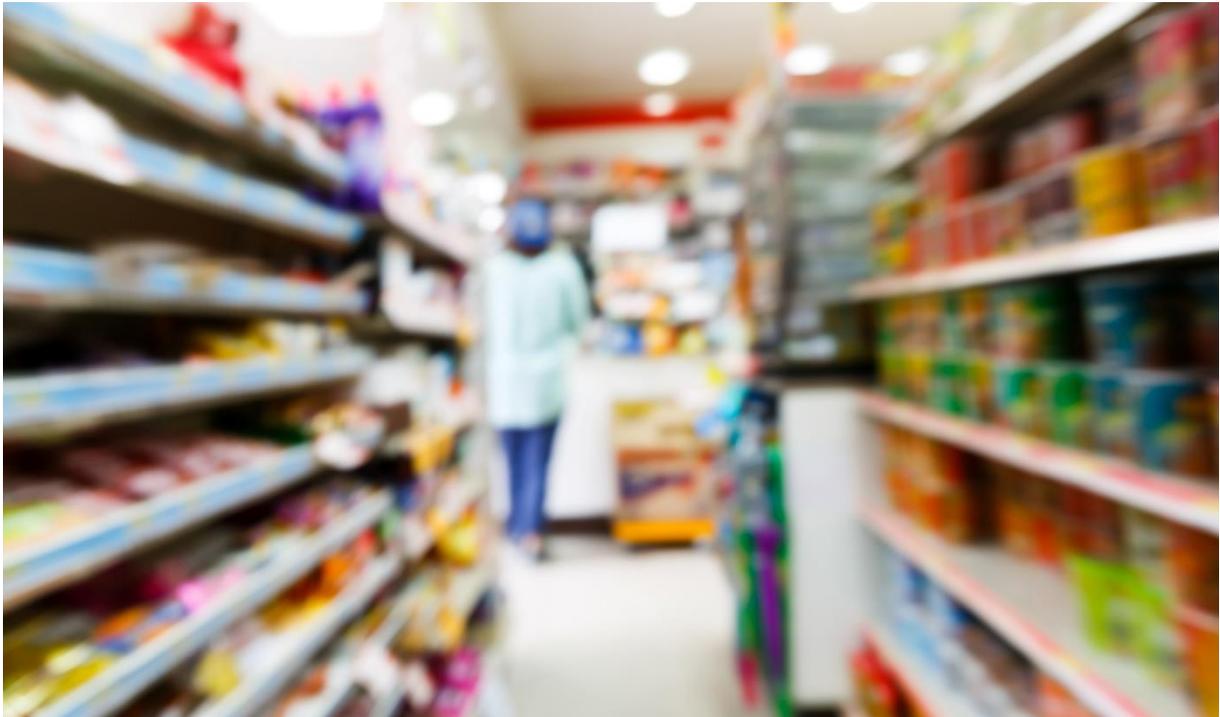


PRESEND and MBXP enable retail distribution channels for gift cards across Nordics



PRESEND Nordic, a leading European gift and prepaid card provider, and MBXP, a Nordic leading reseller platform for gift and prepaid brands, have announced their cooperation to resell and distribute PRESEND gift cards via retail chains in Sweden, Finland, Norway and Denmark.

MBXP enables PRESEND clients to resell and distribute their gift cards in almost 7000 retail stores, including Reitangruppen (7-Eleven, Pressbyrå/Narvesen etc.), Norgesgruppen, Coop, Kesko, Axfood, Circle K, and Direkten. Additional retail sales points are available via third party partnerships.

Malmö City, whose gift card can be spent at 370 local shops and restaurants, was first to launch on the reseller platform. The card is now sold at all Pressbyrå convenience stores in Malmö. “We are very excited about our new cooperation,” says Pia Sandin, CEO at Malmö Citysamverkan, “Having our card in Pressbyrå increases exposure and availability for everyone out to buy the perfect gift.”

“We believe in providing consumers a local gifting experience. PRESEND’s city cards and shopping center gift cards are perfect for this purpose,” explains Jonathan Bautista, Nordic Sales Manager at MBXP, “As a center manager or owner, you choose which retailers in your area you would like to resell your cards. We take care of all practical aspects, from negotiating with the retail chains to keeping inventory in stock at the stores.”

Jon Sederqvist Østmoe, CEO at PRESEND Nordic, says “Building your sales channels is key to succeed for all gift card programs. MBXP’s network can multiply the number of sales points for our clients. Previously, only national brands could benefit from reseller networks of this scale, and MBXP’s ability to customize local content provides great value for our customers.”



About MBXP Aps:

MBXP APs is a Nordic company that provides a premier platform for handling gift cards, prepaid cards and value-added services in a retail environment. The MBXP platform connects the Retailer and the Supplier of brands, and creates a common ground where data can be validated, exchanged or transformed. Retail partners include COOP Denmark, COOP Norway, NorgesGruppen, Circle K Denmark, Circle K Sweden, Circle K Norway, Reitan Group and Kesko.

About Present Nordic AB:

Present Nordic AB offers simple, secure and flexible Visa/MasterCard gift and prepaid cards throughout Europe. Our solutions can be used for gift cards, promotions, insurance claims, travel currency, and in other areas. We provide cards redeemable at any business that accepts Visa/MasterCard, and we also provide cards with acceptance limited to a specific group of merchants, e.g. participating businesses in a town/city center or shopping center.

