

Freedom Finance becomes Zmarta Group and enters the German market

Zmarta Group will be the new corporate name of the company group including brands such as Zmarta and Freedom Finance, who have offered loan brokering services since 1999. Zmarta Group also expand their operations to Germany, as well as broadening their service offer to include comparison and brokering services related to savings, credit cards and insurance.

In 2013, Zmarta Group, at the time called Freedom Finance, was acquired by H.I.G. Capital. In conjunction with the acquisition a new strategy was laid out with the aim of creating Northern Europe's leading digital brokering service within consumer finance. In February earlier this year, as part of the new strategy, the consumer finance platform Zmarta was launched in Sweden. This was followed by launches in neighboring countries Finland and Norway where the company already had an established presence through Freedom Rahoitus and Centum respectively.

"The move towards greater digitalization is the biggest challenge for our industry. With the launch of Zmarta we not only meet this challenge, we take a leading position, both in Sweden and internationally. It only seems natural that the corporate name mirrors this investment", says Björn Lander, CEO, Zmarta Group.

Zmarta Group now expand their operations further through the launch of Zmarta in Germany. With the digital platform the company hope to establish itself quickly on the German market.

"Zmarta has proved successful on our home market and we strongly believe in the concept. The German market is big, but it's also very fragmented with many banks and extensive competition. As a broker of financial services, this is positive for us. In addition, the German market is very mature, with relatively few brokers active today", says Björn Lander.

For further information, please contact:

Björn Lander, CEO, Zmarta Group

+46 736 73 18 99, bjorn.lander@zmartagroup.com

About Zmarta Group

Zmarta Group offers a range of services within consumer finance. The group is comprised of a range of brands including Zmarta, Freedom Finance and Centum. The company was founded in 1999, has 200 employees and has offices in Stockholm, Ängelholm, Helsinki, Oslo and Munich. Zmarta Group is owned by H.I.G. Capital.

www.zmartagroup.com.