

Press Release – 14 January 2022

Awardit AB has entered into a cooperation agreement with a leading payment service company

Awardit AB (publ) has entered into a cooperation agreement with a leading payment service company. The agreement covers marketing and sales of digital gift cards on the Swedish market. Further information regarding the cooperation will be communicated when the solution has been launched later this year.

“That we have entered into an agreement with a leading payment service company proves how far we have come with our platform and what an interesting role digital gift cards can play as a means of payment in today’s society.” says Niklas Lundqvist, CEO Awardit.

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About Awardit

Awardit helps businesses increase revenue and profitability by implementing and operating loyalty programs, incentive programs and gift card programs targeting B2B & B2C customers. Awardit provides customers with program platforms on SaaS-basis, content in the form of commerce opportunities, partner networks as well as third party distribution of gift cards. The programs are normally provided on white label basis but Awardit also operates several private labels. Awardit is the largest company and platform in the Nordics in the sector.

The company’s shares trade on Nasdaq First North Growth Market (AWRD). The company’s Certified Adviser is Aqurat Fondkommission AB, reachable at info@aqurat.se or 08-684 05 800.