

# Nordic retailers and Nexo



**nexo**  
STANDARDS

2024 ANNUAL CONFERENCE

# AGENDA

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# INTRODUCTION

Who am i?

- Erik Marcus Torkildsen
- 48 year old Norwegian
- Mostly happily married, 2 kids
- Military background
- 20 years in the payment business
- Head of identity and payment in REMA

**REMA 1000**



# REMA1000 IS PART OF REITAN RETAIL A NORDIC AND BALTIC RETAIL FLAGSHIP



**43 500**  
people<sup>1</sup>

**3 800**  
sales outlets<sup>1</sup>

**2 mil**  
daily transactions



Strong culture and  
unique franchise model

**116 bnok**  
systemwide sales<sup>2</sup>

**51%-49%**  
women-men

**94 bnok**  
revenues

*Together, we make  
everyday life a little bit easier  
and the world a little bit better*



**8.6 mil**  
tCO<sub>2</sub> emissions<sup>3</sup>

**3.6 bnok**  
operating profit

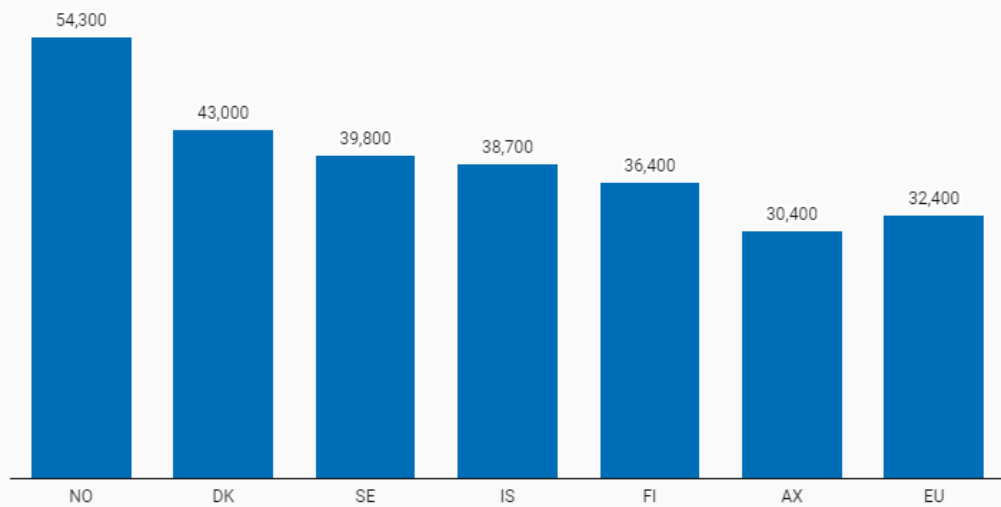
1) Including all people employed and sales outlets systemwide, whether operated by Reitan Retail, franchisees, dealerships or commissioners, per December 31, 2022

2) Sales from all outlets, whether operated by Reitan Retail, franchisees, dealerships or commissioners. Sales from franchise-operated sales outlets are not part of Reitan Retail's accounts

3) Scope 1, 2 og 3, verified by DNV Business Assurance Norway AS

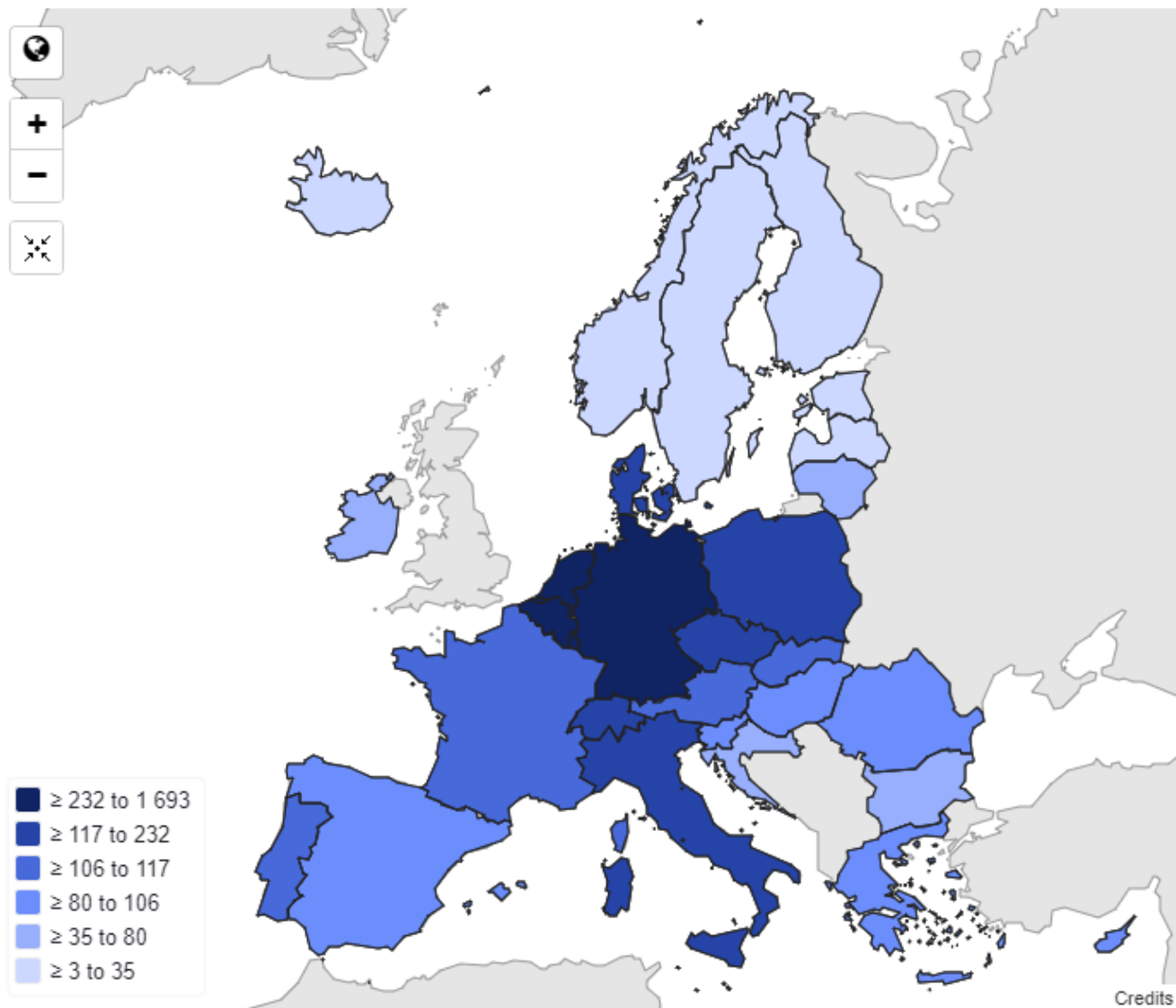
# THE NORDIC & BALTICS REGION

Per capita GDP: PPS Euro: 2021



## Population density, 2022

(persons per km<sup>2</sup>)



Source: Eurostat - [access to dataset](#)

Credits

# **Ni** NORDIC INITIATIVE



The Nordic region's leading collaboration platform for Retail initiatives



# Nordic Tier 1 Group

## Background

Established in 2022 by leading Nordic Retailers with a unified vision: “Through collaboration, we transform the Nordic Retail Story.”

## Synergy and Impact

We provide a collaborative platform uniting industry leaders to enhance customer service, streamline operations, and sharpen our competitive edge.

## Approach

By sharing insights, inspiring new ideas and exploring opportunities, we drive innovation and launch joint initiatives.



# The Nordic Group

Generates over **€160 billion** in annual revenue, forming the foundation of Nordic retail

Uno **X**

REMA  
1000

norwegian 

Axfood

CIRCLE **K**

SYSTEM  
BOLAGET

 Clas  
Ohlson

coop

ELKJOP 

H&M

IKEA®


FINNAIR

  
NorgesGruppen

salling group



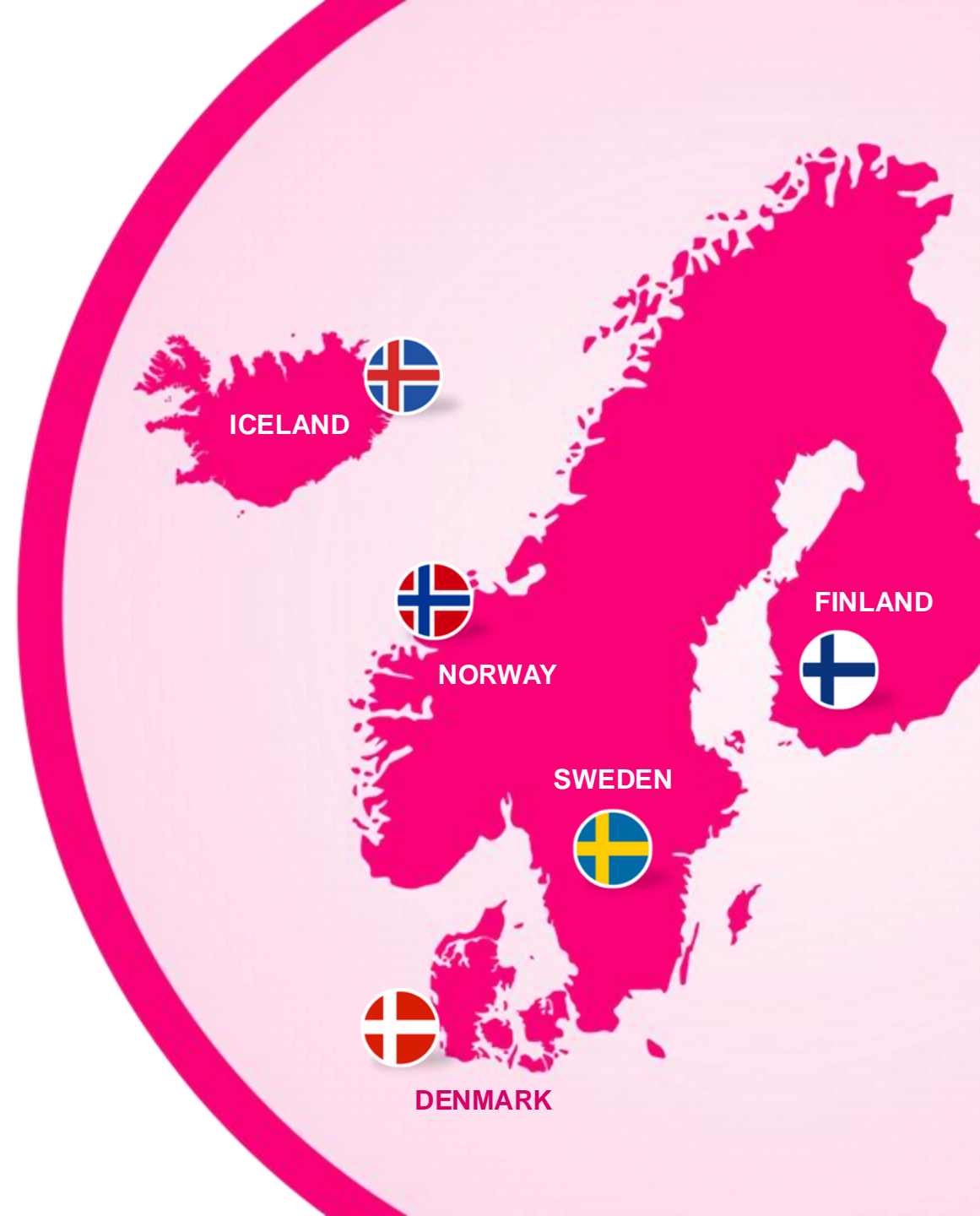
STI

Strawberry 

**K**



# What we're doing



# Payment position paper

- Statement of what the Nordic merchants wants from our payment solutions
- Available from <https://www.nordicinitiative.com/positionpaper>



POSITION PAPER:

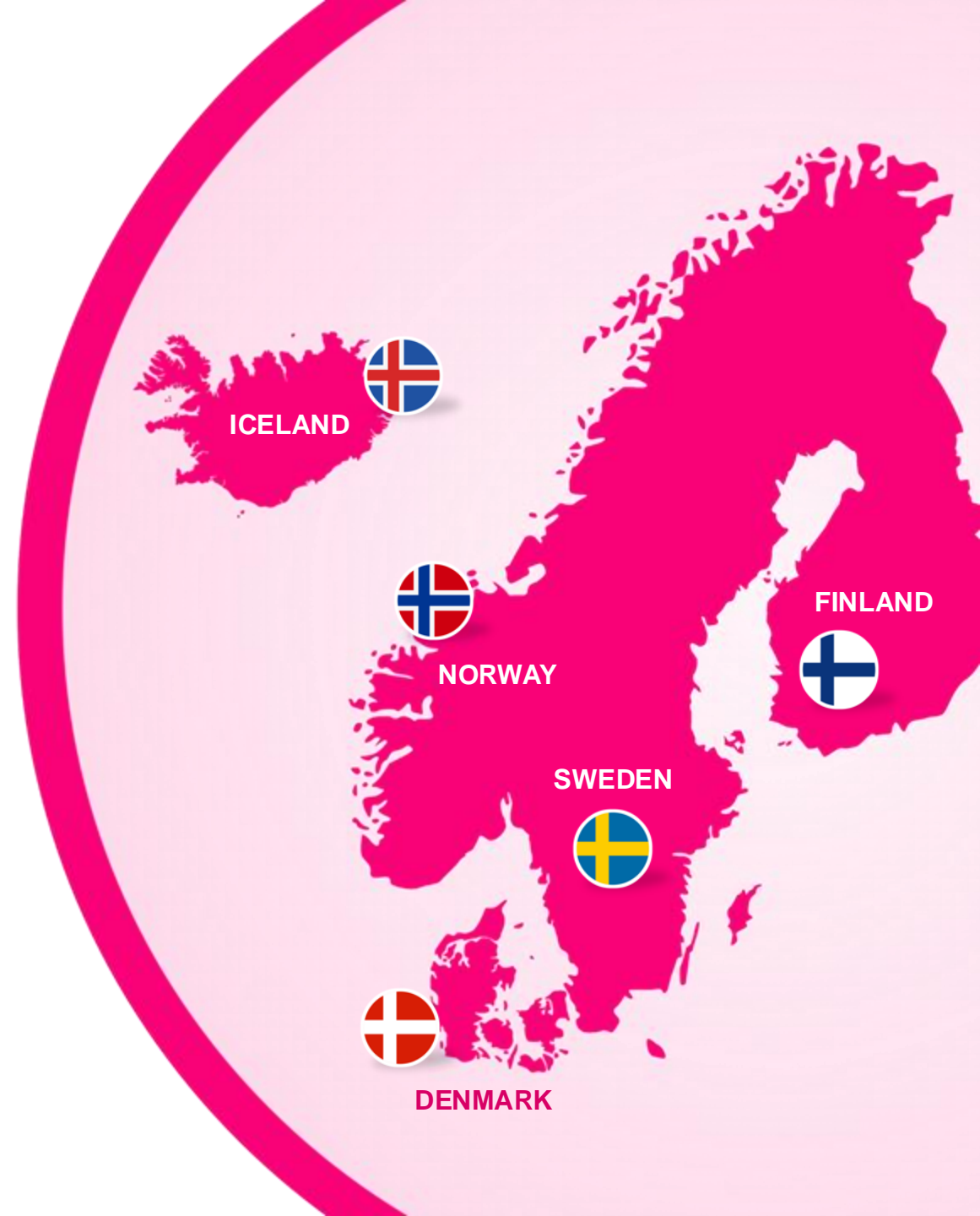
## **Retail payment fit for the retail future**

# Up next

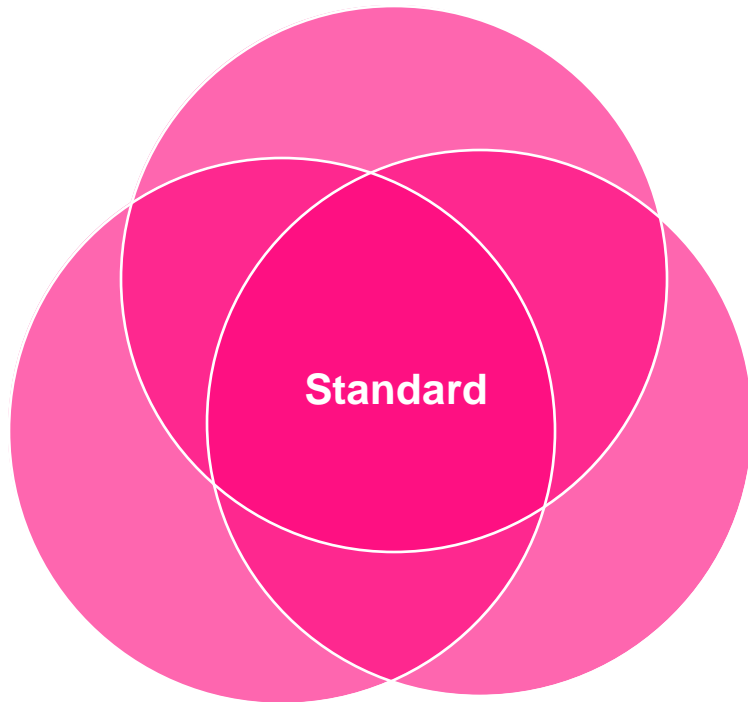
- **Nordic payment scheme;** investigation of payment methods and how we can adapt them to our use.
- **Nordic Merchant services framework;** how we can support standardization to support our need for interchangeable services



# Nordic Merchant Services Framework



# The idea: A standard for merchant services



- Managed by a board of merchants and maintained by NEXO (or similar)
- Shall facilitate an open marketplace for services to support the merchants
- Shall support interoperability through **minimum** certified specification
- Shall give the merchant transparency on the cost
- Open to all services which comply to the standards as set by the framework.
- Shall support bringing to life the principles as stated in the Nordic initiative position paper on payments

# How to regulate it

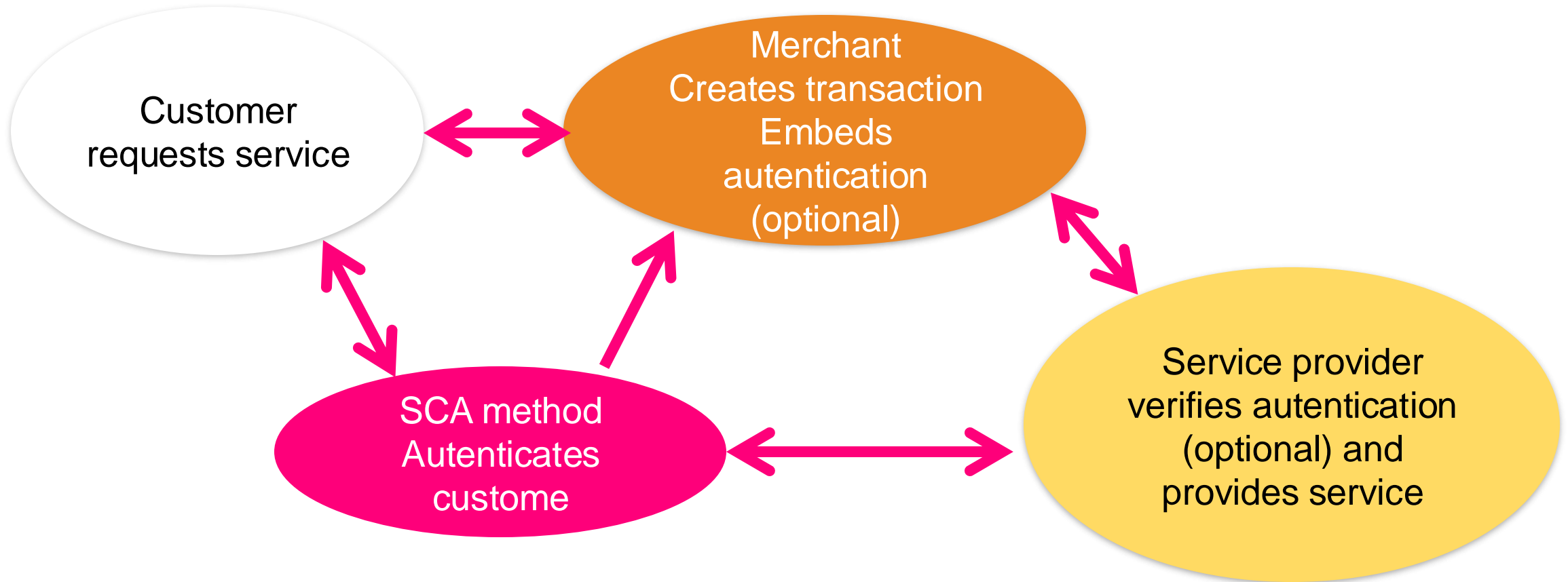
- Through laws, like PSD2, IFS and GDPR
  - Pros: everyone has to follow them
  - Cons: often a compromise and victim of special interest's influence.
- Through scheme regulations like PCI EMV etc.
  - Pros: easy to move the market, and standardize
  - Cons: often serve the scheme and card issuers more than the merchants and customers.
- Through an organization like NEXO and governed by the Merchants and suppliers together, to ensure interop ability, better customer journeys, innovation and lower cost.

# Suggested roles

- **Stakeholders;** Merchants, service suppliers, regulatory bodies etc, which can suggest use cases and new customer journeys for the framework.
- **Management board;** gateway for new use cases and service suppliers to the framework.
- **Regulatory body;** function responsible for keeping the technical specifications for the framework.
- **Certification body;** Commercial players, approved by the management board and regulatory body, which takes the role of certifying service suppliers for the framework.



# High level flow (geeky stuff)



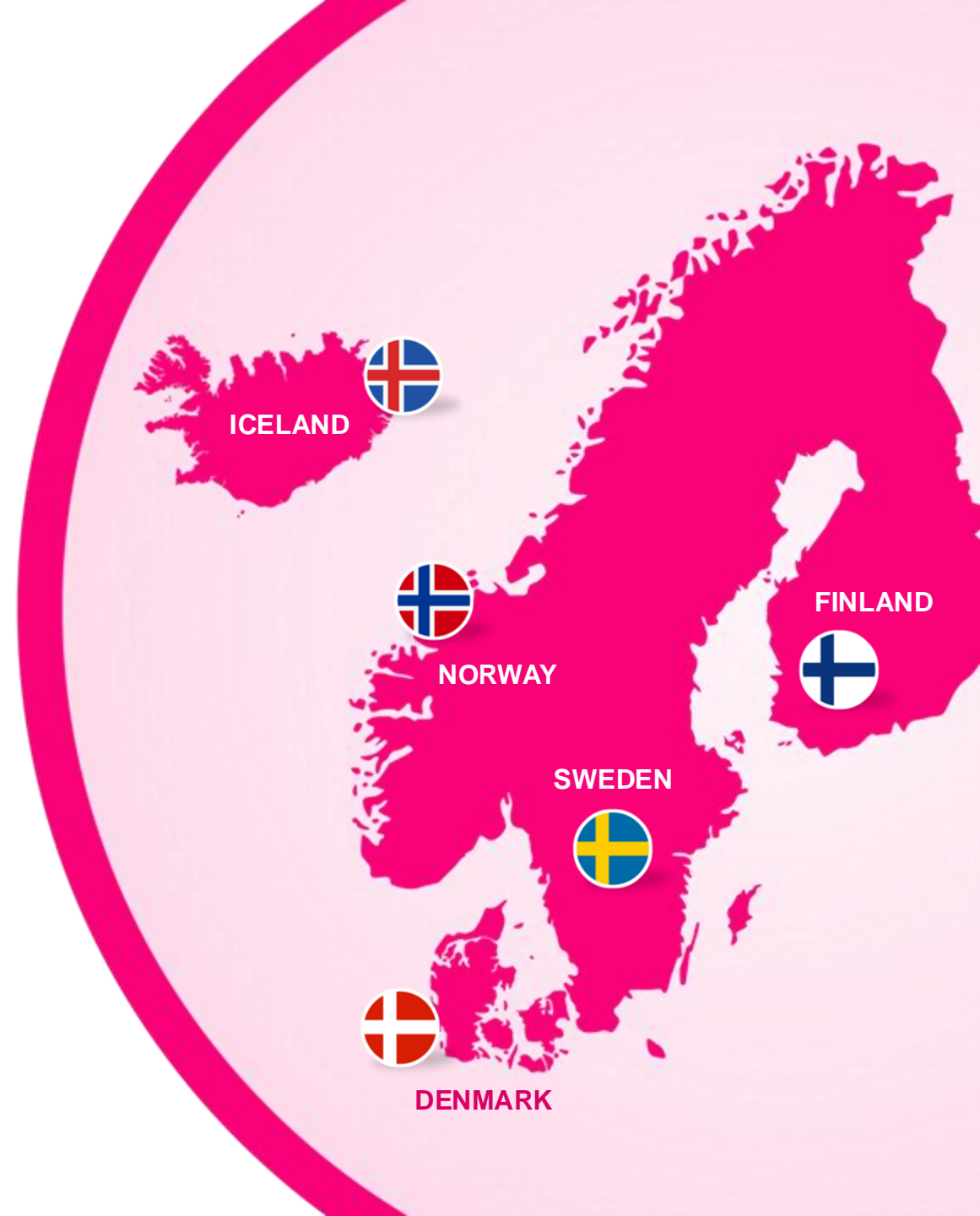


# Potential services

- Payments, credit cards, BNPL, request to pay, A2A, pay with points
- Loyalty, coupons, benefits
- Wallet services
- Authentication/SCA services
- Receipts
- Etc, etc.



# Our challenge to you



# Cooperation

Help us develop solutions which addresses our needs with the technology available today.





# Thank You

