

Interim Report

January - June 2022

Klarna.



One of the fastest growing consumer ecosystems in the world.

150m+

Active global consumers

450k+

Global retail partners across 15+ verticals.

45

Countries with 11 new markets since 2020

61m

Total app downloads and 23m monthly active users

\$782m

of Total net operating income SEK 7.5bn (H1 2021: SEK 6.3bn)¹

18%

Total net operating income YoY growth¹

300m

Clicks to Global Retailers in H1 2022

\$41bn

of Gross merchandise volume² SEK 396bn (H1 2021: SEK 328bn)¹

2x

US Gross merchandise volume² YoY growth¹

The information is presented for Klarna Bank AB (publ).

¹ Klarna's results are reported in SEK. To arrive at USD values, the average exchange rates for H1 2021 and H1 2022 have been used; 1 \$ equals approximately 8.4 SEK for H1 2021, and 1 \$ equals approximately 9.6 SEK for H1 2022. All growth figures are based on SEK results figures.

² Total monetary value of sold products and services through Klarna over a given period of time.

We are...

partnered with the biggest brands



Trusted by the best consumers



Supported by leading investors



Everyone now uses Klarna.

People across the world are using Klarna for all aspects of their everyday spending - be it online or in-store - and across all types of verticals and industries. There's no typical Klarna consumer.

Representative consumers

150m+

Global active consumers across **45 countries**

From all income levels

\$\$\$\$

Klarna consumers earn according to average income level distributions.

Responsible credit users

\$100

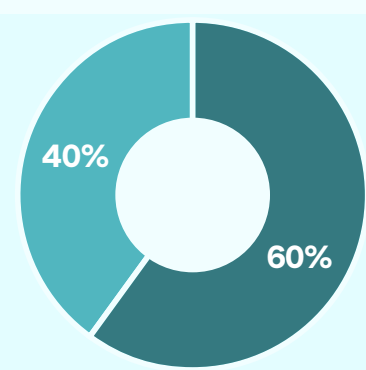
Is the average outstanding credit balance per consumer vs **\$6,000¹** for credit card users.

Responsible payers

99%

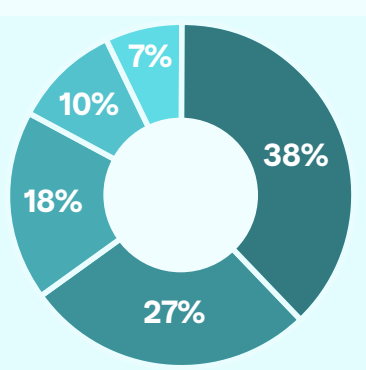
Of consumers pay off their balance with Klarna.

Both men and women



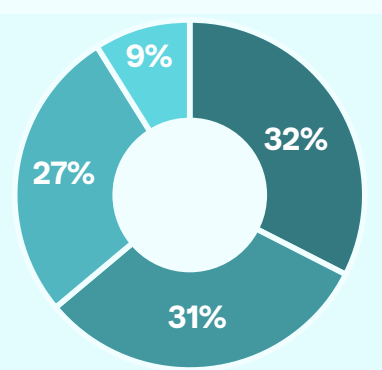
60% Women
40% Men

In all stages of life



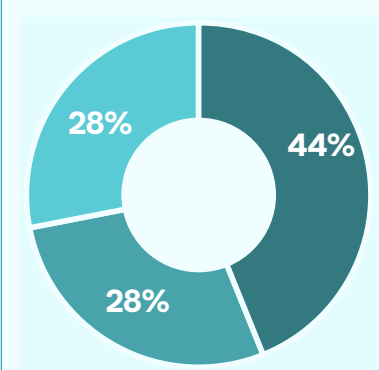
38% Partner with children
27% Single without children
18% Partner without children
10% Single with children
7% Other

All educational backgrounds



32% Post secondary education
31% University
27% Secondary education
9% Other

Living in all areas



44% City
28% Rural
28% Suburb

1.6m \$6.5bn

Klarna cards

Deposits

40

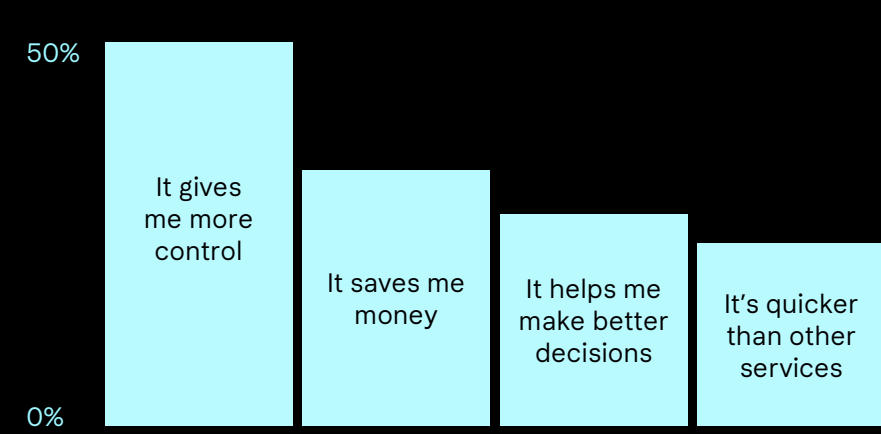
Average consumer age

57+

Fastest growing age group of consumers



People choose Klarna for multiple reasons



¹ Moneygeek

Klarna's consistent track record of growth.

	H1 2018		H1 2020		H1 2022		GROWTH 2018-2022
Global active consumers	56m	▷	78m	▷	150m+	▷	2.7x
Global retail partners	90k	▷	200k	▷	450k+	▷	5.0x
Countries	10	▷	17	▷	45	▷	4.5x
Gross merchandise volume (SEKbn)	115	▷	215	▷	396	▷	3.4x
Revenue (SEKbn)	2.8	▷	5.0	▷	9.1	▷	3.3x

**Klarna is outpacing
global e-commerce
growth year after year:**

21% vs **-4%**

Global Klarna
Volume growth YoY

Global retail
e-commerce YoY*

109% vs **+3.5%**

US Klarna
Volume growth YoY

US retail e-commerce
YoY*

*Source: Salesforce Shopping Index

The US is Klarna's fastest growing key market.

#2

Largest market by revenue

2X

H1 2022 GMV vs H1 2021

30m

Consumers

60%

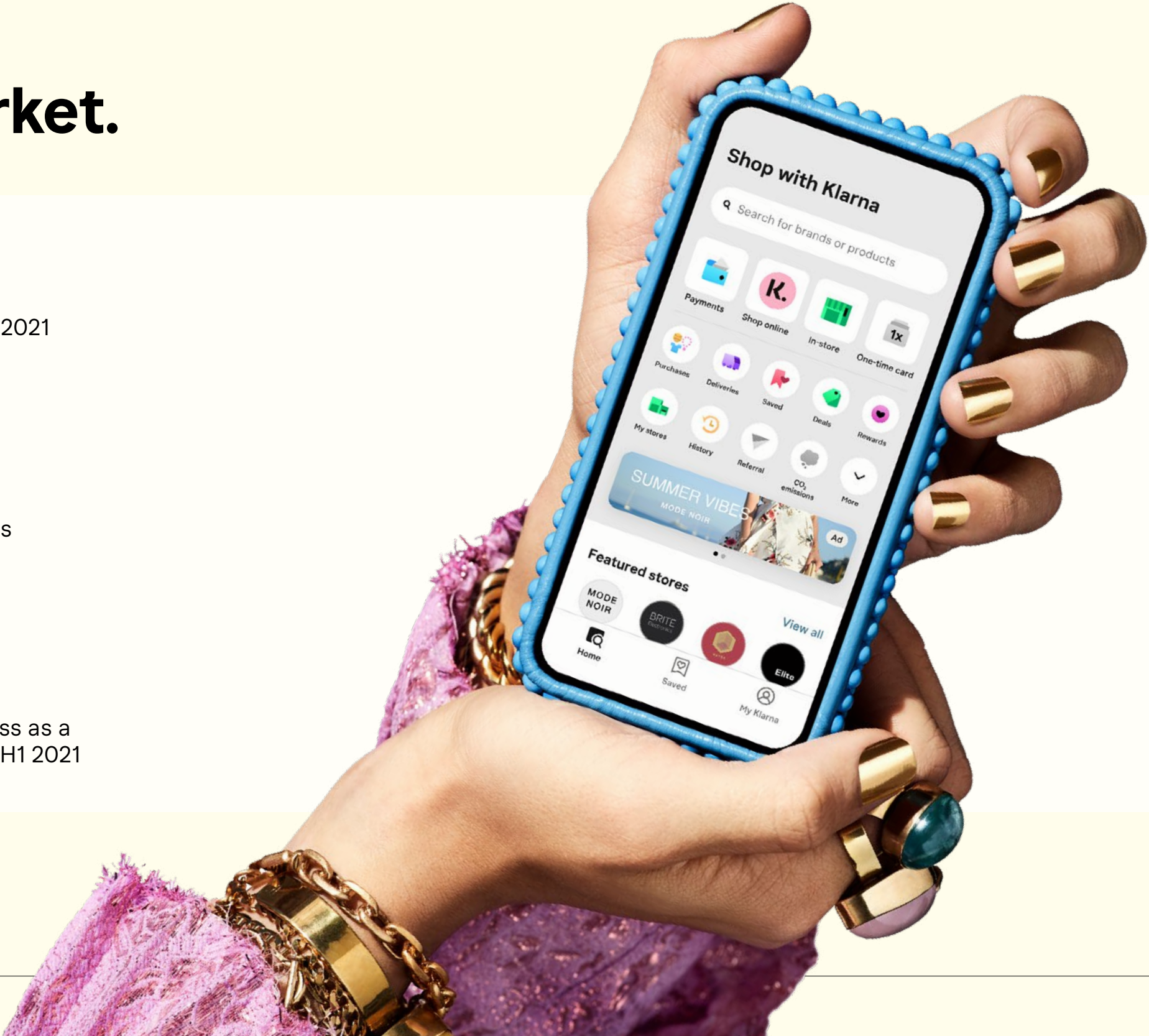
Brand awareness

6.3x

Purchase frequency H122

30%

Reduction of credit loss as a percentage of GMV vs H1 2021



Recent growth has positioned Klarna as the US market leader with US consumers shifting their spend to Klarna.

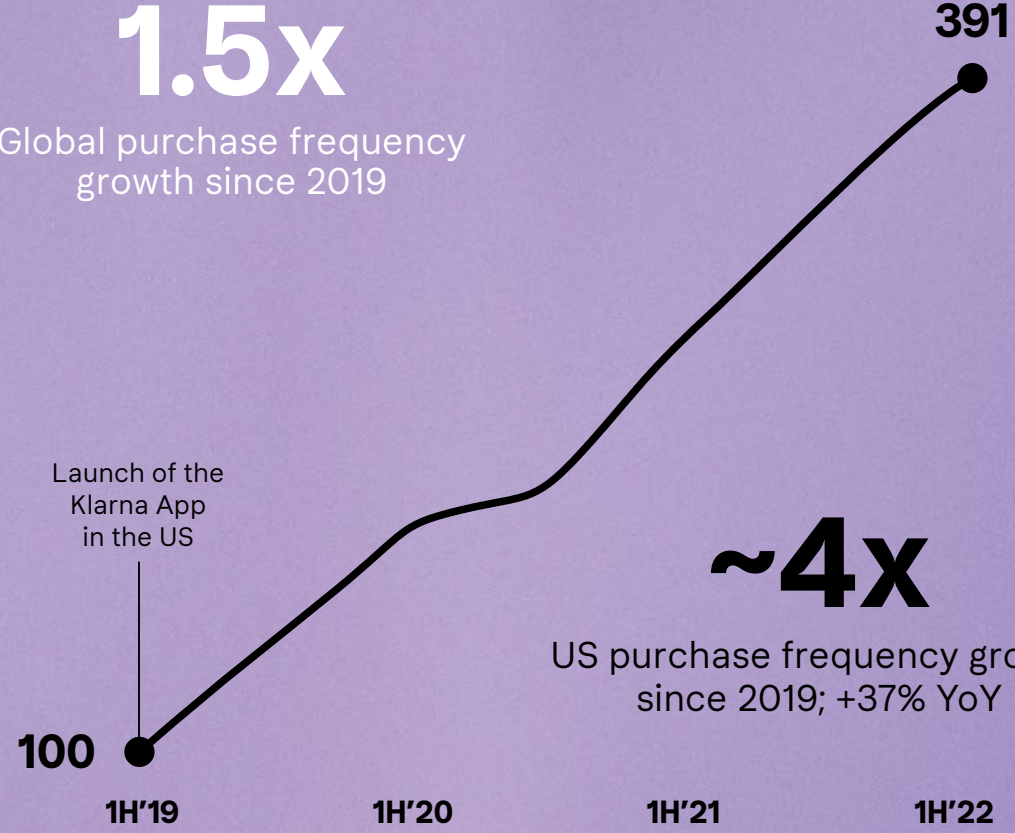
~3x

Global users growth since 2019

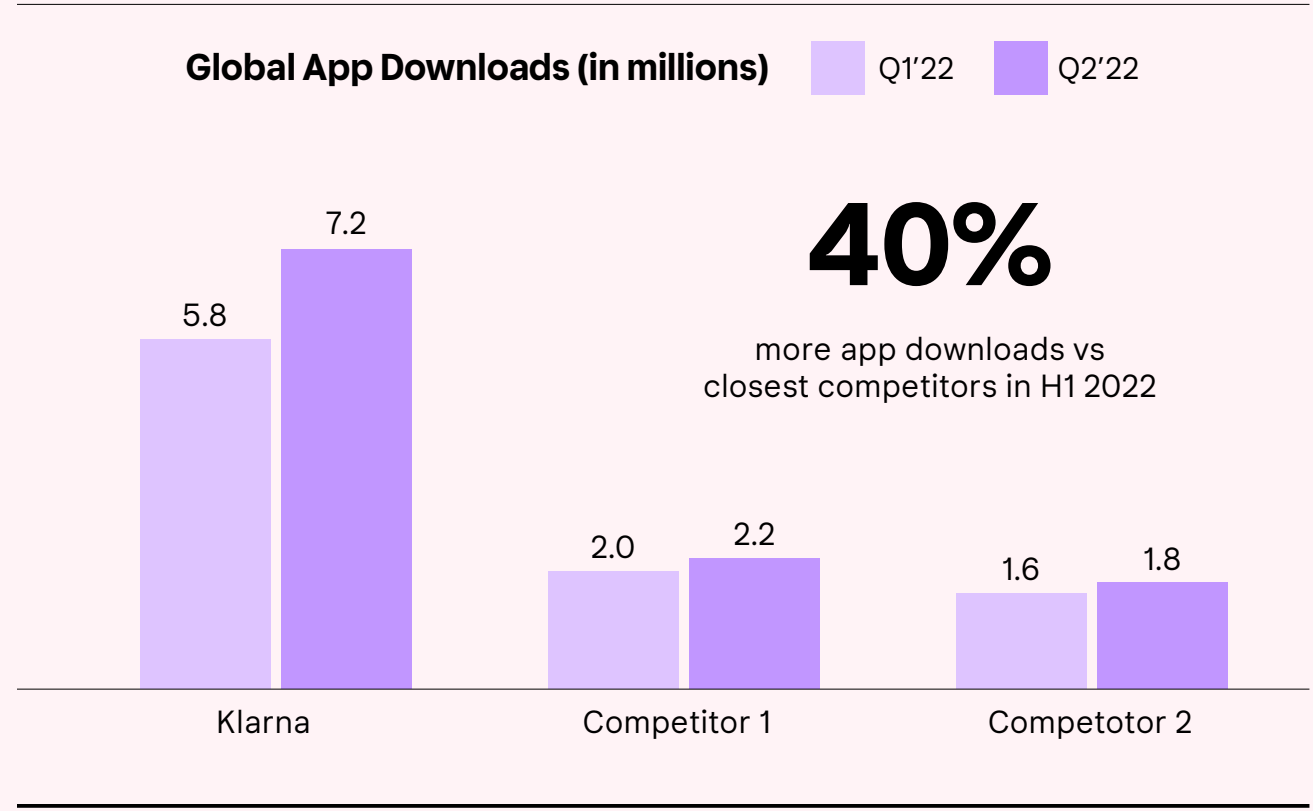
~27x

US users growth since 2019

Indexed US Purchase Frequency Growth



Klarna's global footprint driving outsized consumer adoption vs competitors.



- 40%** US share of global Klarna app downloads (H1 2022)
- +67%** More app downloads in H1 2022 than competitors in the US
- 3x** App users purchase frequency vs non-app users

Downloads source: AppAnnie

All types of retailers partner with Klarna.

450k+

Global retail Partners across 15+verticals

300m

Clicks to Global Retailers in H1 2022

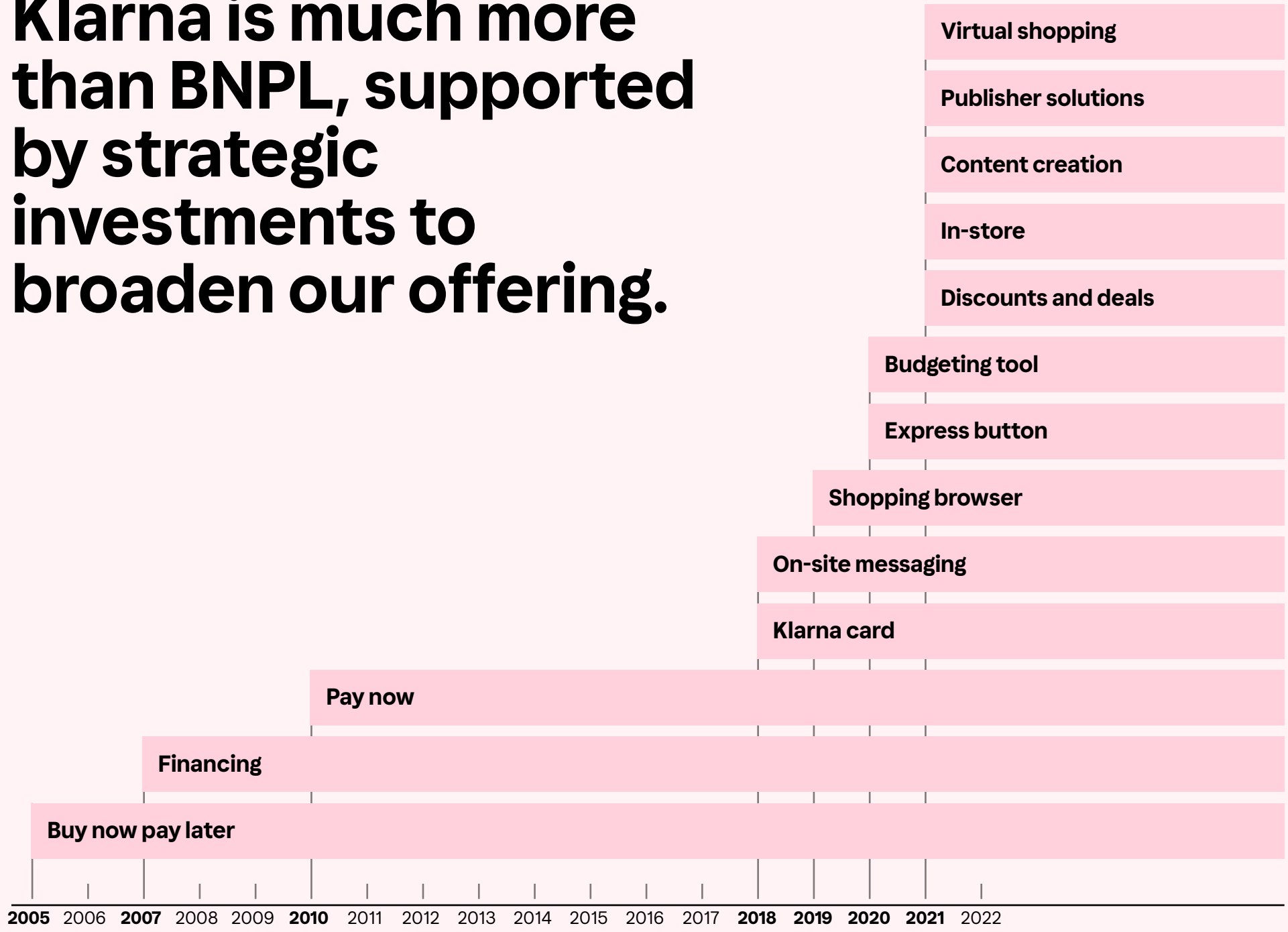
49/100

of the US National Retail Federation's Top 100s partner with Klarna

New partnerships



Klarna is much more than BNPL, supported by strategic investments to broaden our offering.



PriceRunner

PriceRunner is a price comparison platform for e-commerce, offering to help consumers find better products at better prices by comparing with many merchants.



Stocard is a mobile wallet designed to increase shopper loyalty through tailored offers.

inspirock™
trip planner

Inspirock is a travel planning website with a unique interface that enables travelers to plan their entire itinerary from transportation to activities.

A P P R L

APPRL allows content creators and retailers to work together frictionlessly to design immersive and informative shoppable content.

HERO®

Hero is a virtual shopping platform for eCommerce, offering live streaming solutions for online merchants and in-store personnel to assist and convert online shoppers.

toplooks^{ai}

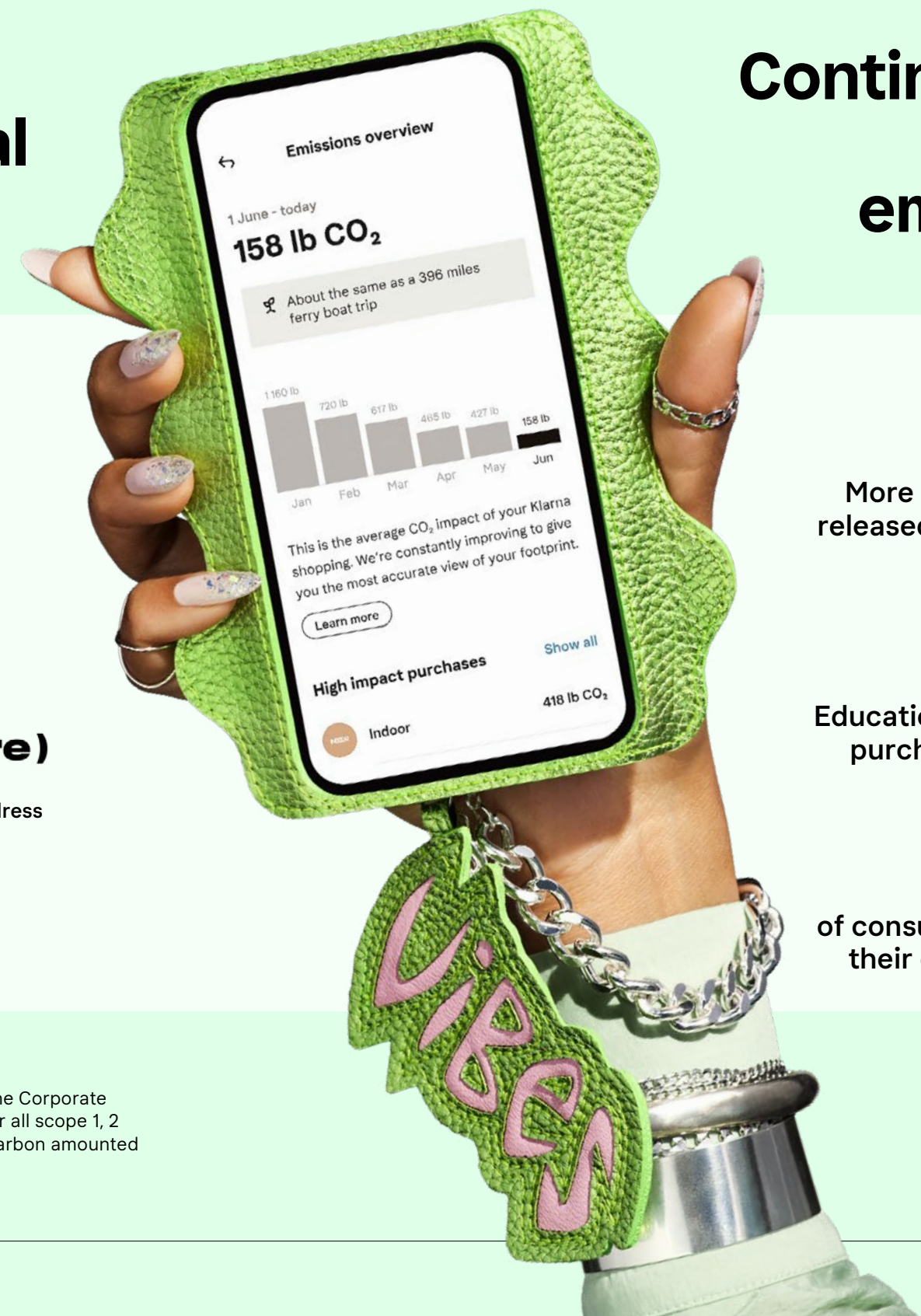
AI-driven content creation tools to provide retailers with personalization capabilities and nearly unlimited shoppable content.

Piggy

Piggy powers Klarna's desktop extension which provides Klarna payment methods at desktop checkout and automatically adds coupons and cash back.

Meaningful positive impact on climate change through internal carbon tax.

Continuously evolving the in-app CO2 emissions tracker.

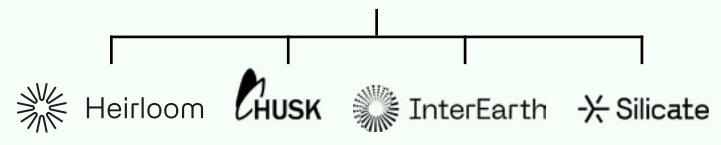


\$1.7m

Generated by Klarna's internal carbon tax in 2021¹

\$1m

is funding



designed to tackle climate change potentially removing

11,587

metric tonnes of CO2 equivalents by 2030

\$700k

has been donated to



supporting projects which address the climate crisis



More detailed breakdown of emissions released along fashion products' lifecycles



Educational tips about use and recycling of purchased items in a sustainable way.

57%

of consumers are looking for ways to track their carbon footprint while shopping²

¹ Klarna follows the guidelines from the GHG Protocol Corporate Accounting and Reporting Standard, and the Corporate Value Chain (Scope 3) Accounting and Reporting Standard. The internal carbon tax is set at \$100/tonne for all scope 1, 2 and travel emissions (remaining scope 3 emissions set at USD 10/tonne). In 2021, Klarna's internal tax on carbon amounted to \$1.7 million. For more information see Klarna's 2021 [ESG Report](#)

² Shopping Pulse in Q2 2022



Thank you

Klarna.