



Klarna.

2022 Business update.

Full year 2022 results.

Continuing to outperform peers and ecommerce growth, especially in the US.

Gross merchandise volume

SEK 837bn

+22% FY22 YoY

Revenue

SEK 19bn

+21% FY22 YoY

Adjusted operating result (SEKbn)

H1 22

-5.02

H2 22

-2.79

44%

improvement
in just 6 months

Global credit losses as a % of GMV



Q4 21 Q1 22 Q2 22 Q3 22 Q4 22

31%

improvement
since Q4 21

Klarna US performance
beating targets.

GMV

+71%

FY22 YoY

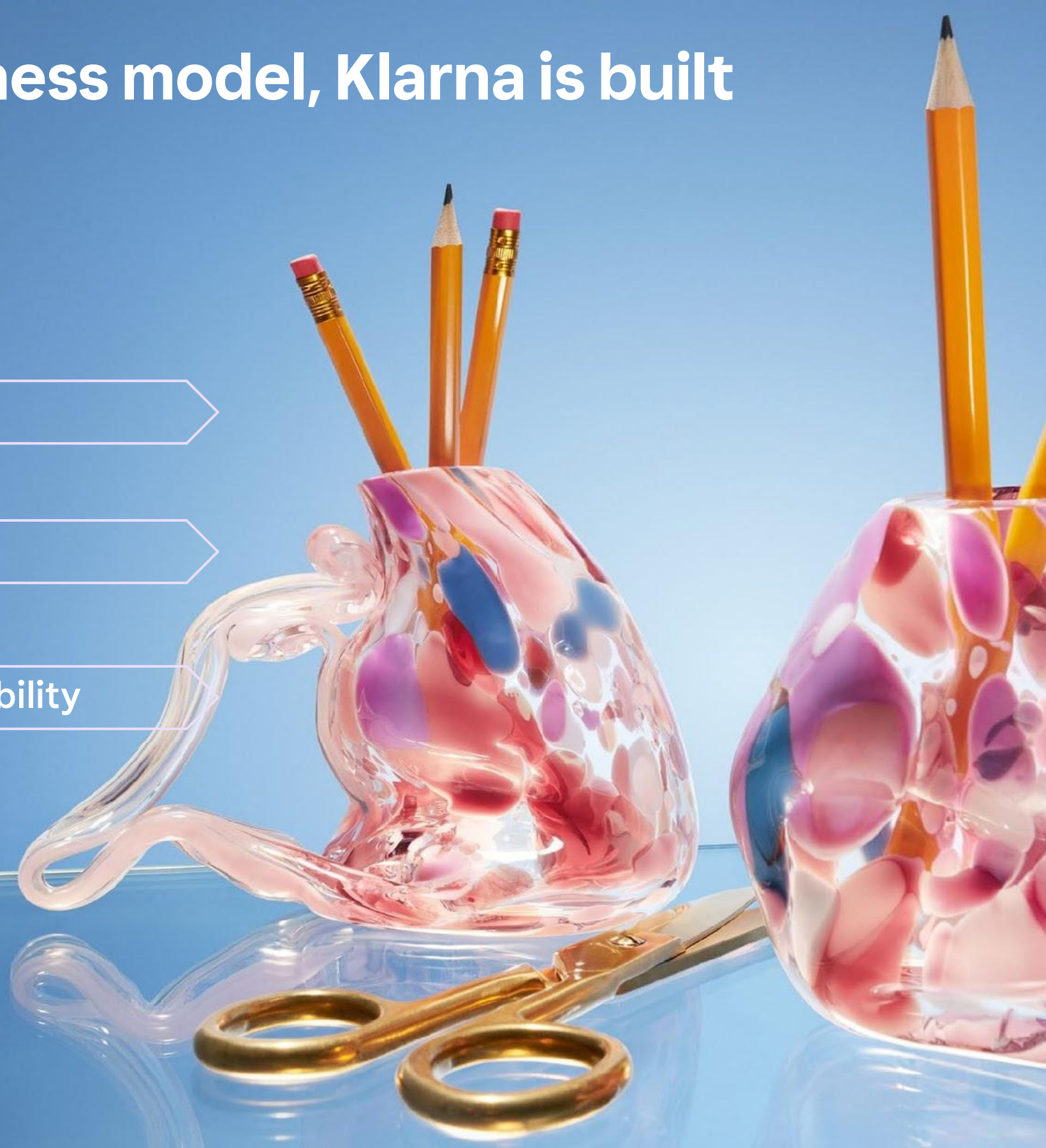
US Credit loss
rates reduced

58%

Q4 22 YoY

A sustainable & disruptive business model, Klarna is built to drive profitable growth.

1. Global reach
2. Shopping destination of the future
3. Agile business model delivering path to profitability



A business
with global
reach.



K.

Our scale driving compounding volume growth.

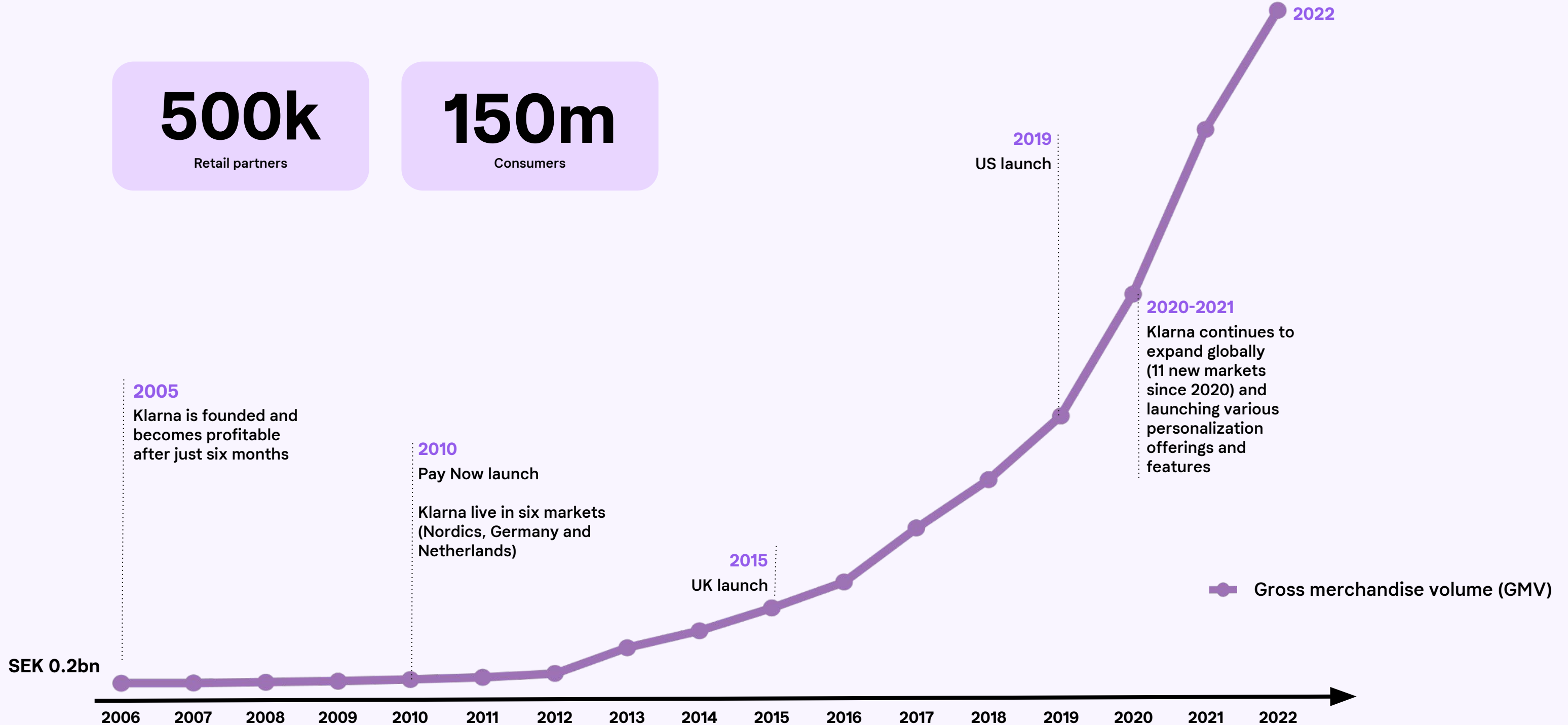
SEK 837bn

500k

Retail partners

150m

Consumers



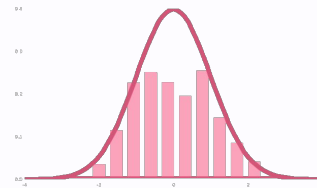
Klarna's user base is diverse, there's no typical customer.

Representative consumers

80%

of the total adult population in our most mature markets are Klarna users

From all income levels



Klarna consumers earn according to average income level distributions

Responsible credit users

\$100

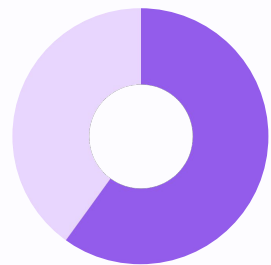
average outstanding credit balance per consumer vs. \$6,000 for credit card users

Responsible payers

99%

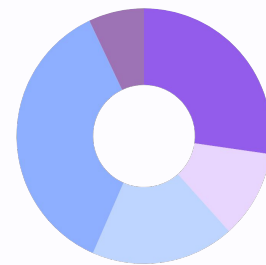
of consumer balance at Klarna is paid

Balanced representation



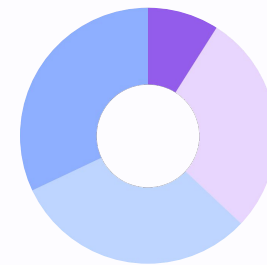
● 60% Women ● 40% Men

In all stages of life



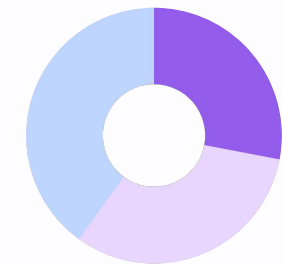
● 27% Single w/o children ● 11% Single with children
● 18% Partner w/o children ● 36% Partner with children
● 7% Other

All educational backgrounds



● 9% Other ● 28% Secondary Education
● 32% University ● 31% Post-secondary Education

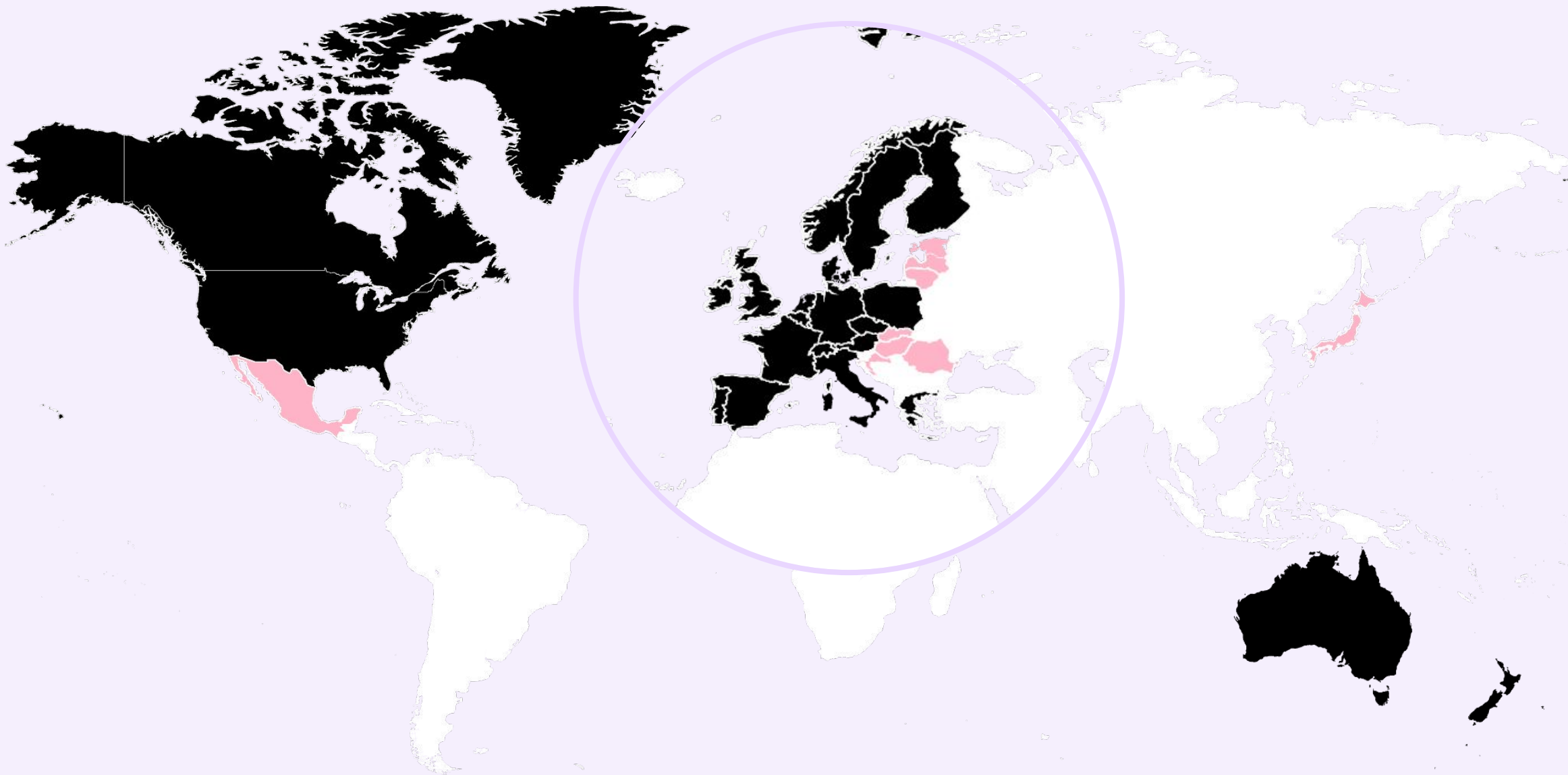
Living in all areas



● 28% Rural ● 32% City
● 40% Suburb

Our reach is global.

● Live ● Roadmap



Regional overviews

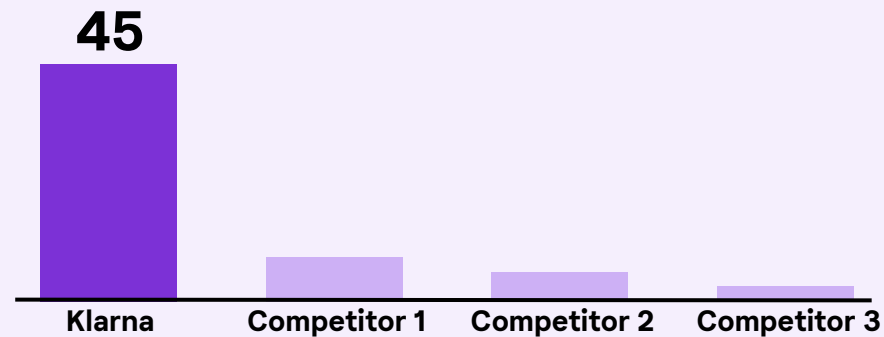
- | | |
|-------------------|---------------|
| United Kingdom → | Switzerland → |
| The Netherlands → | Austria → |
| Sweden → | Norway → |
| Germany → | Denmark → |
| Spain → | Ireland → |
| Finland → | France → |
| Belgium → | Poland → |
| Italy → | Portugal → |
| Czech Republic → | Australia → |
| Greece → | New Zealand → |
| US → | Canada → |

- | | |
|----------|-----------|
| Croatia | Lithuania |
| Slovakia | Romania |
| Estonia | Hungary |
| Latvia | Japan |
| Mexico | |

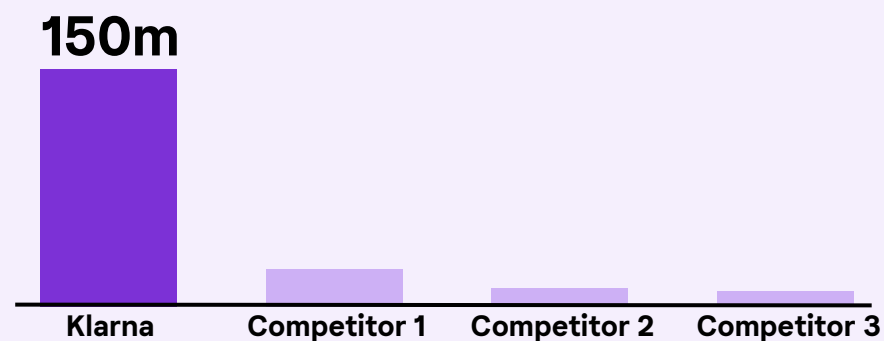
Unmatched global reach and strong brand recognition.

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

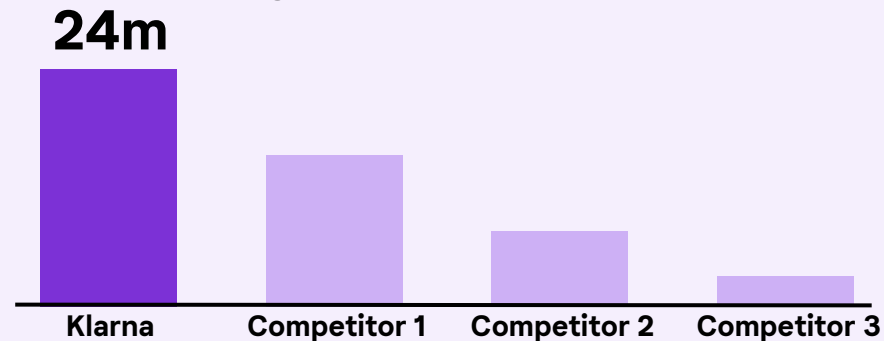
of countries live (2022)



of active users (2022, global)



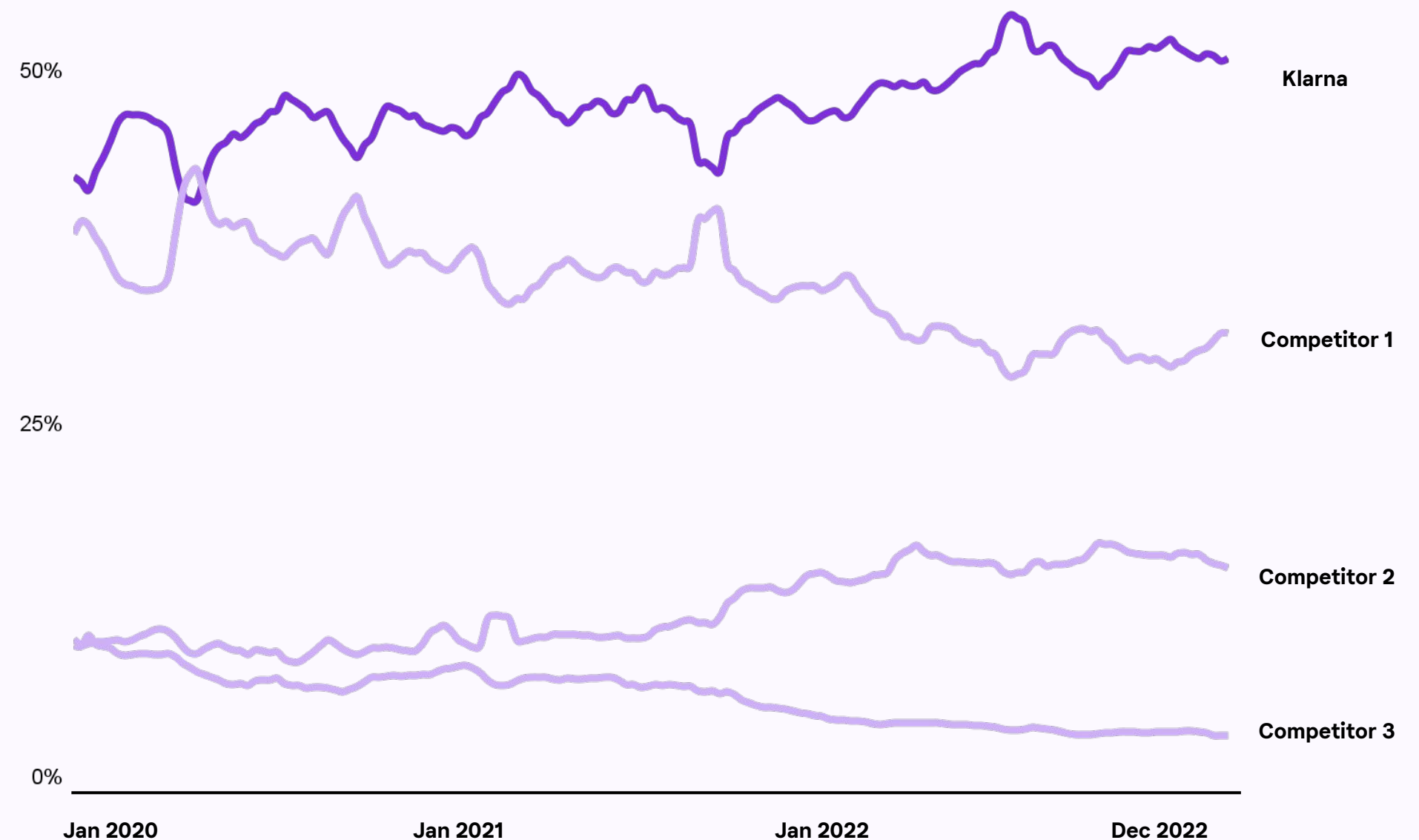
of installs (2022, global)



Competitor data based on latest available public disclosure.

Stronger brand recognition enables Klarna further outpaced competitors and attract more consumer attention.

Share of Google organic search (2020 to 2022)
(Rolling 4 weeks, Global data)



Shopping
destination
of the
future.



We have the world's most efficient model to accelerate commerce.

Driving awareness, thanks to a great brand.

51%

Global share of Google organic search Dec 2022

1

2

Superior payment services available across a global network.

500k

Global retail partners today*

Delivering a true shopping destination with engaging features.

635m

Clicks to retailer sites in 2022

4

3

Creating more value through transaction related services.

27m+

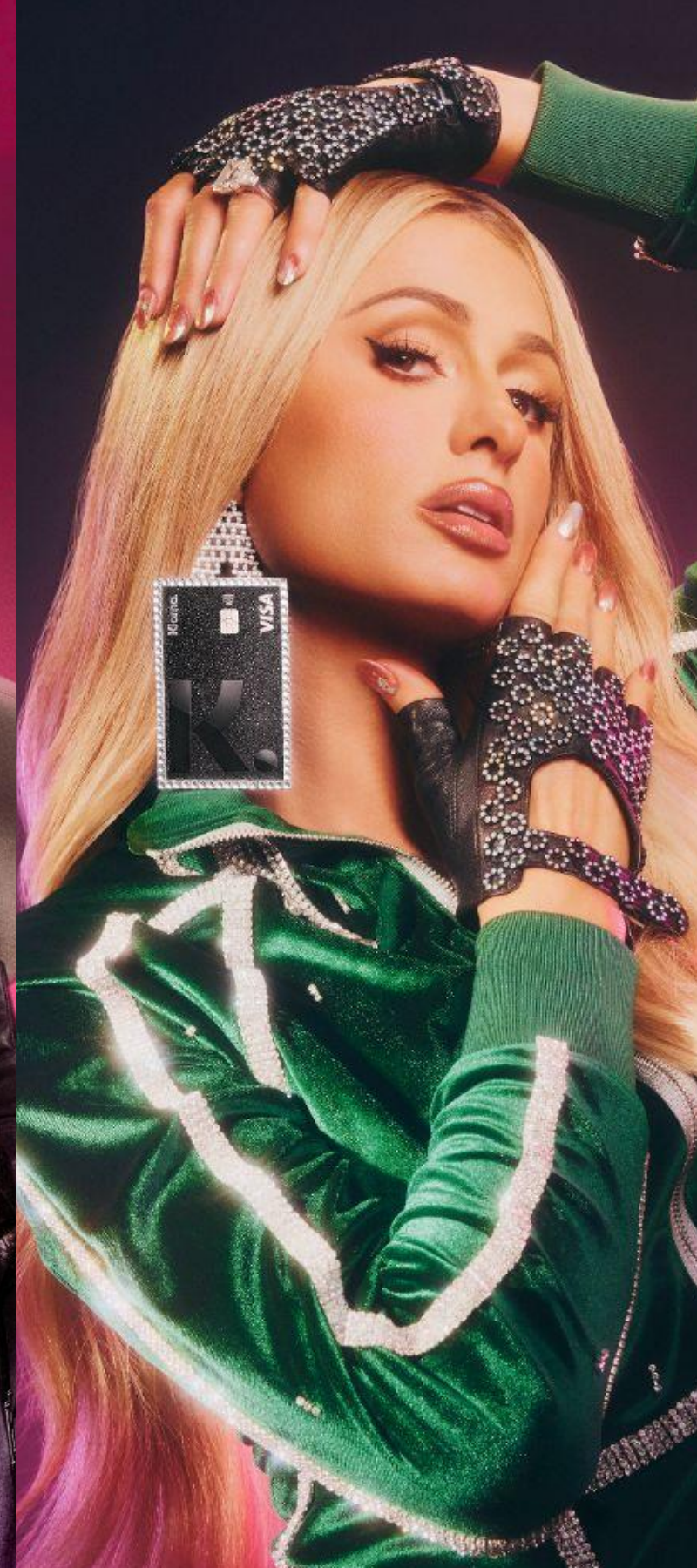
Monthly active app users



Trusted brand.

Build awareness and consideration.

Presenting our products and propositions to the world in a unique way has become a moat for us, and an important way to give consumers the confidence to chose Klarna when buying.

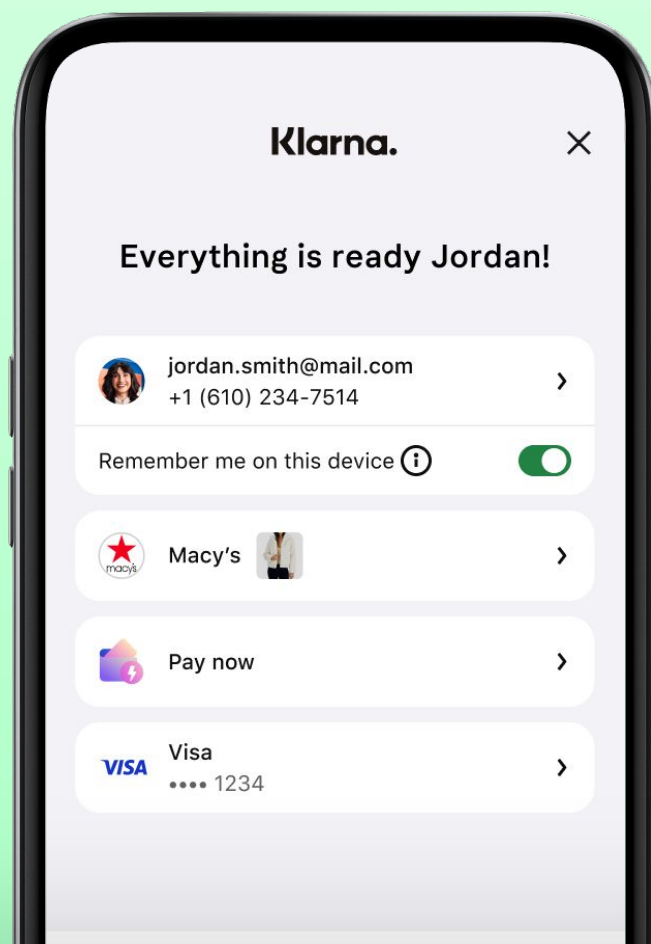


It started with payments.

The trust we've achieved in our brand has been boosted by a cutting-edge product that started with a simple mission: to solve the problem of digital payments.

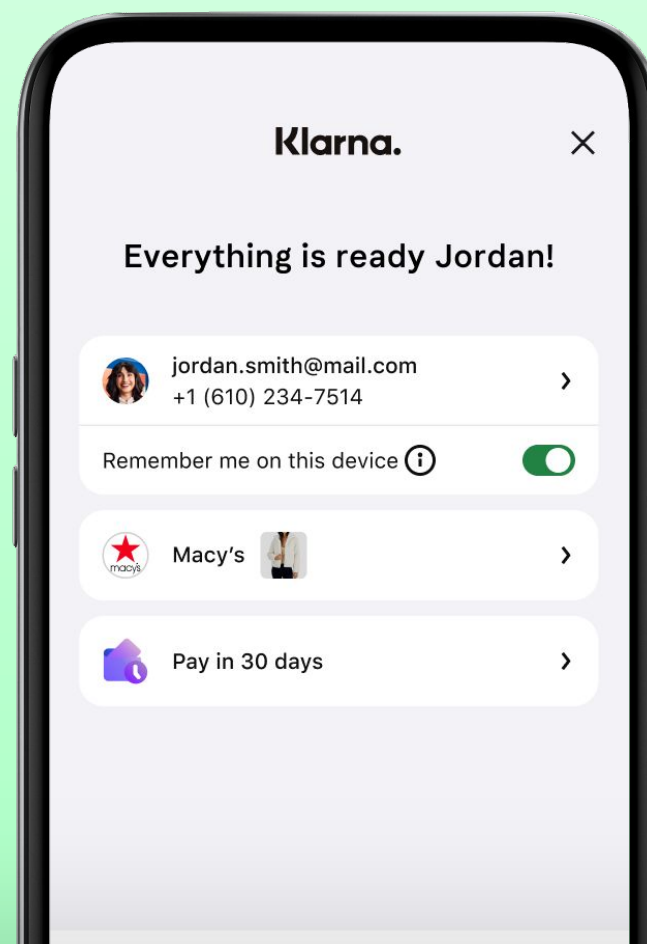


Strong foundation in flexible payments.



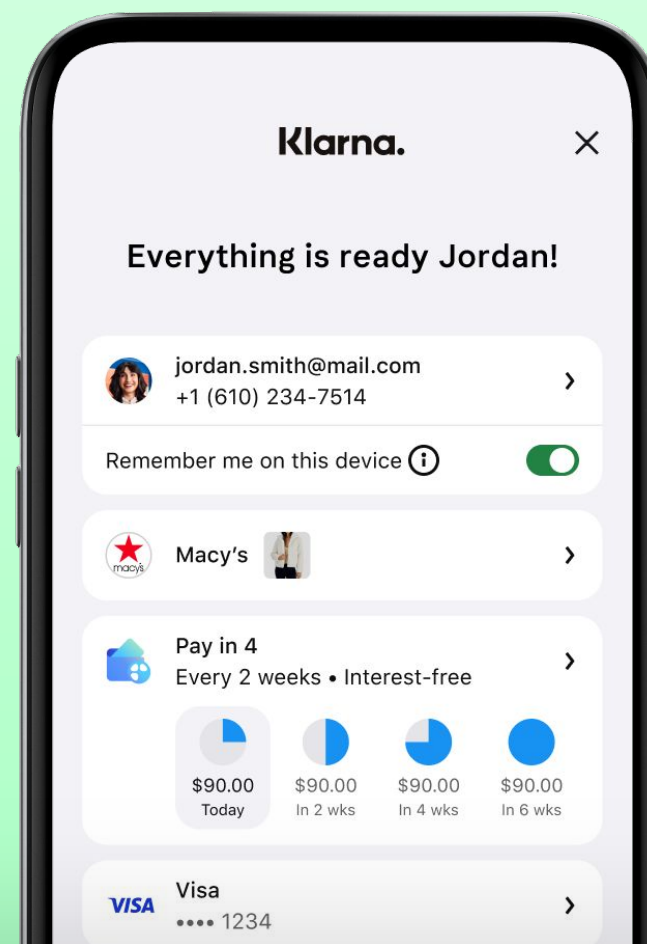
Pay now

One click payment
Fast and secure



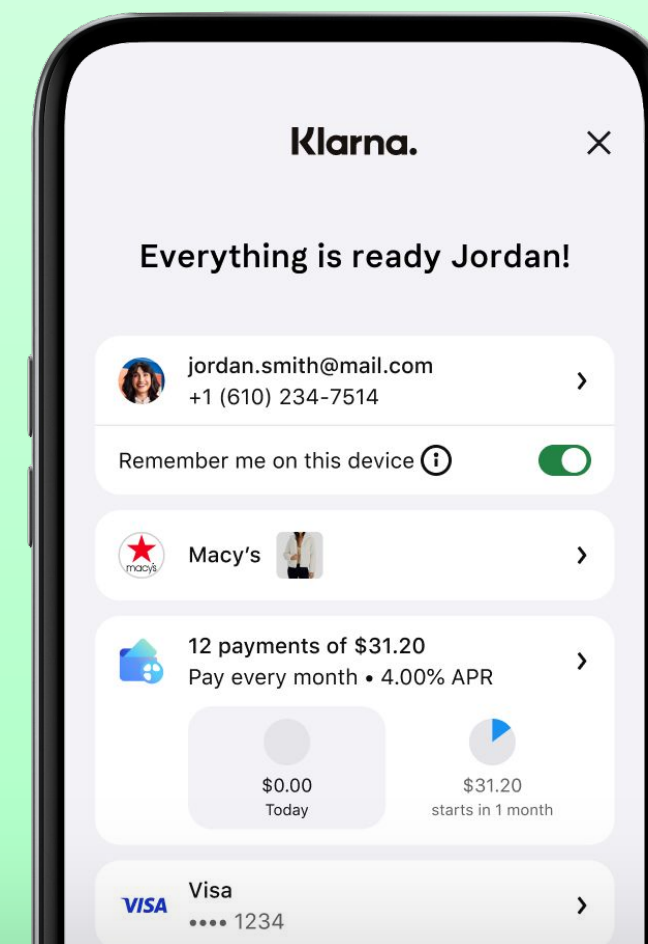
Pay in 30 days

Interest-free
Try before you buy



3 or 4 payments

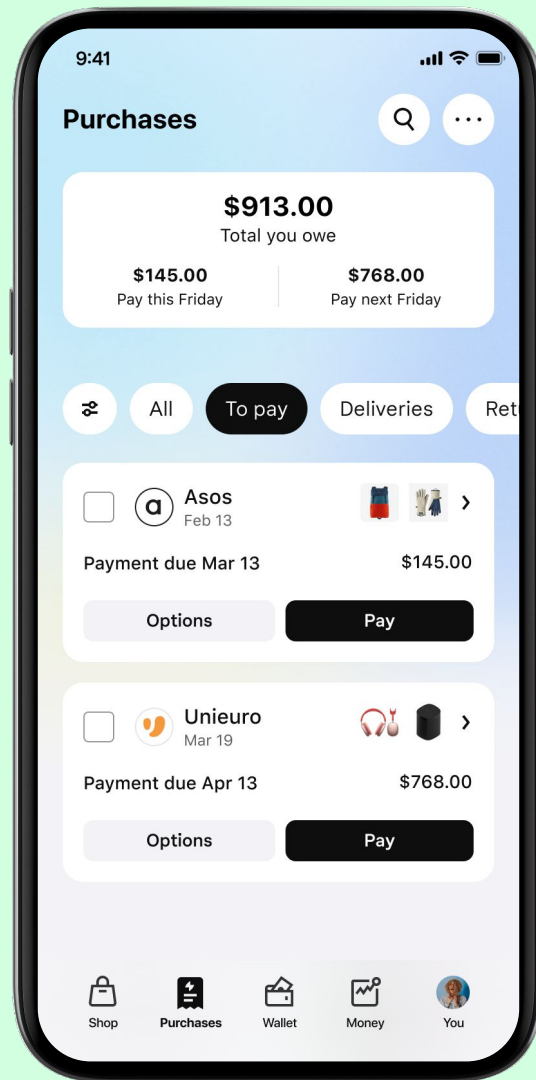
Interest-free
Bi-weekly or monthly



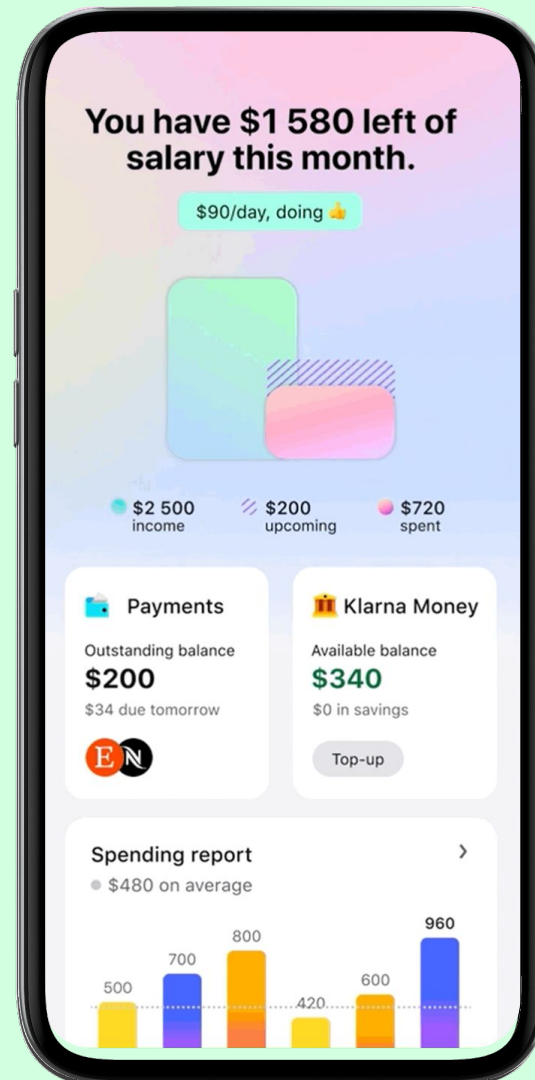
Fair financing

Flexible interest rates
No hidden fees

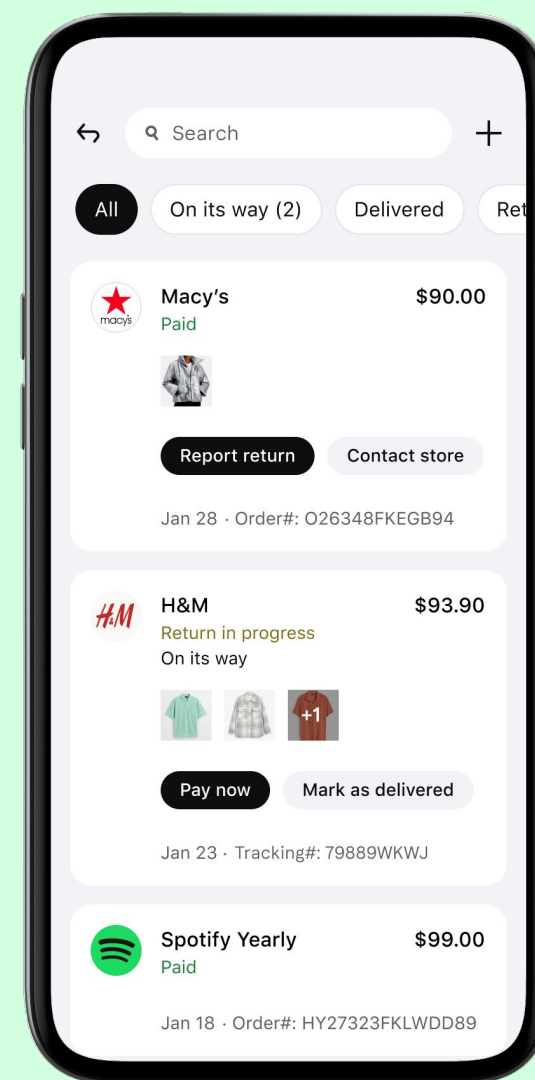
And it doesn't end at purchase. We keep adding value.



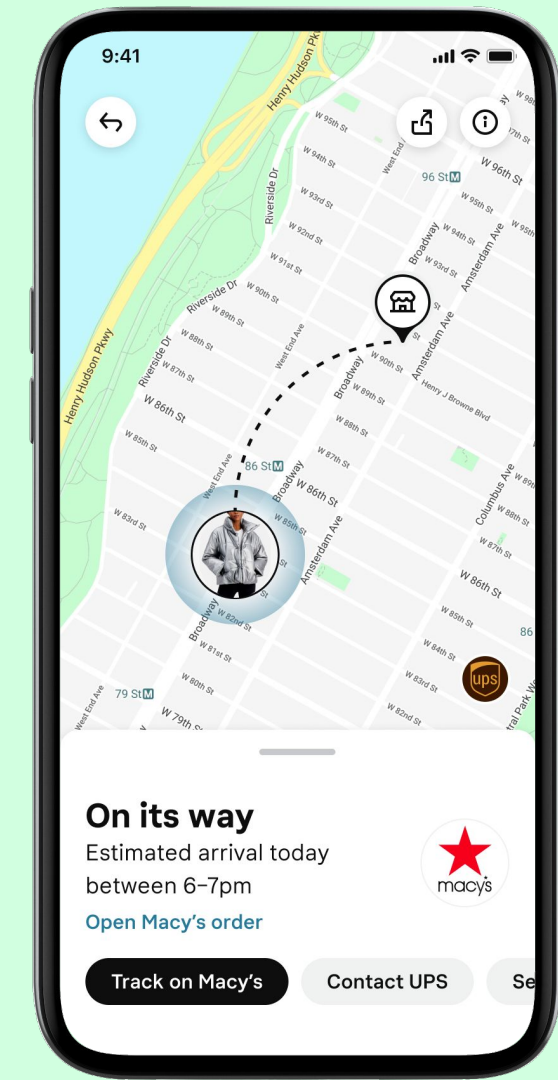
Flexible payment management



Easy budgeting tools



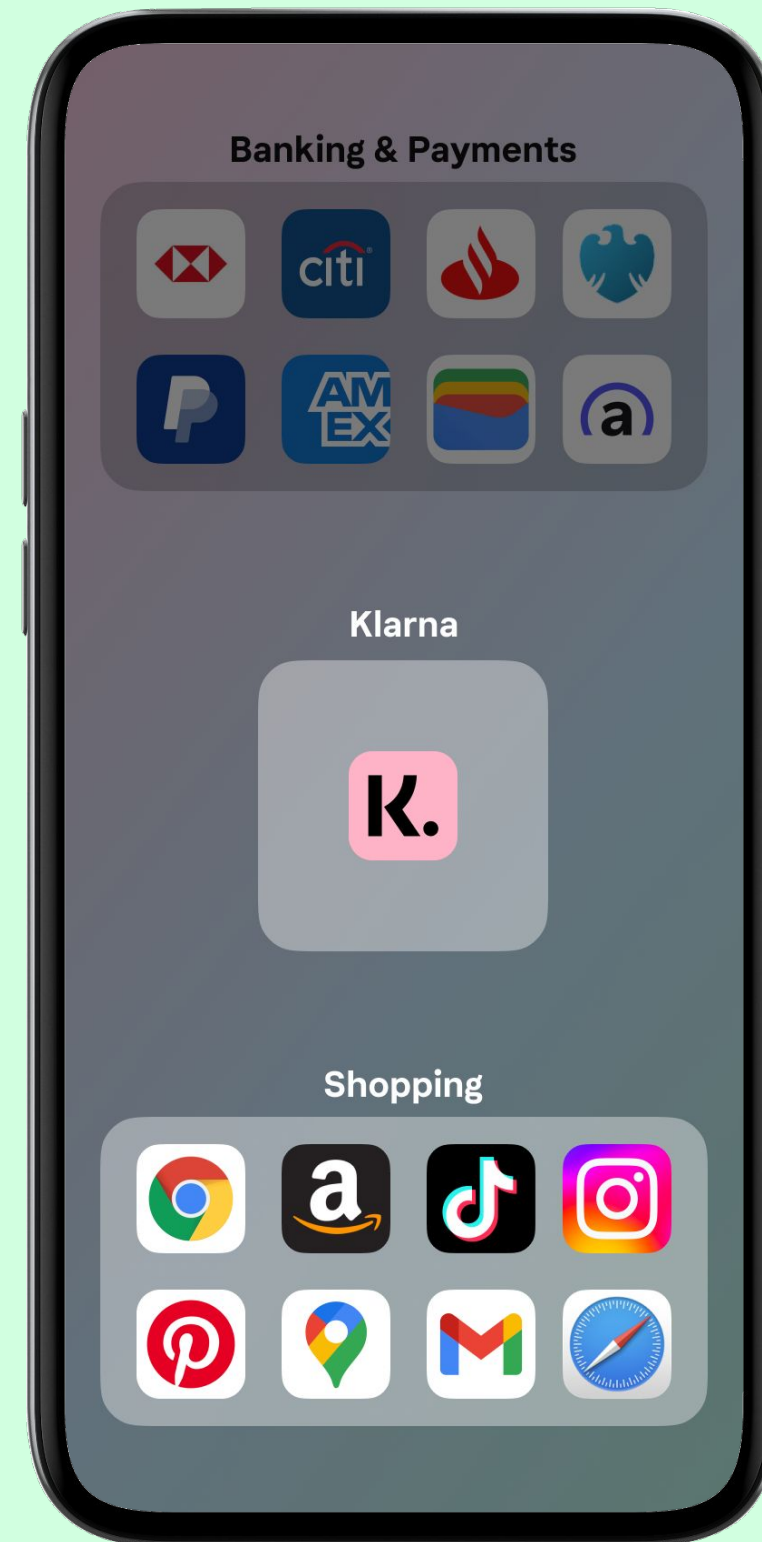
Beautiful digital receipts



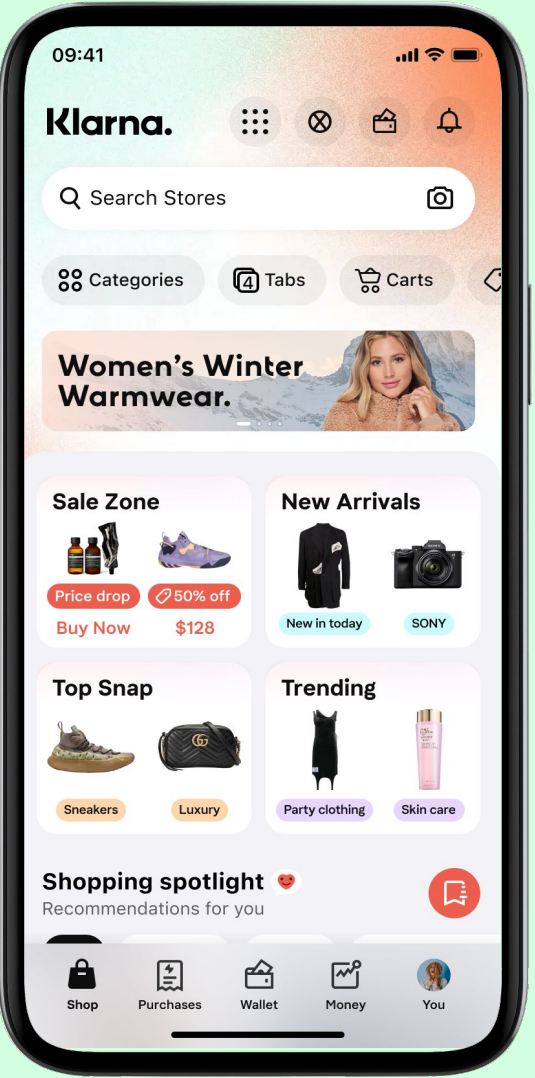
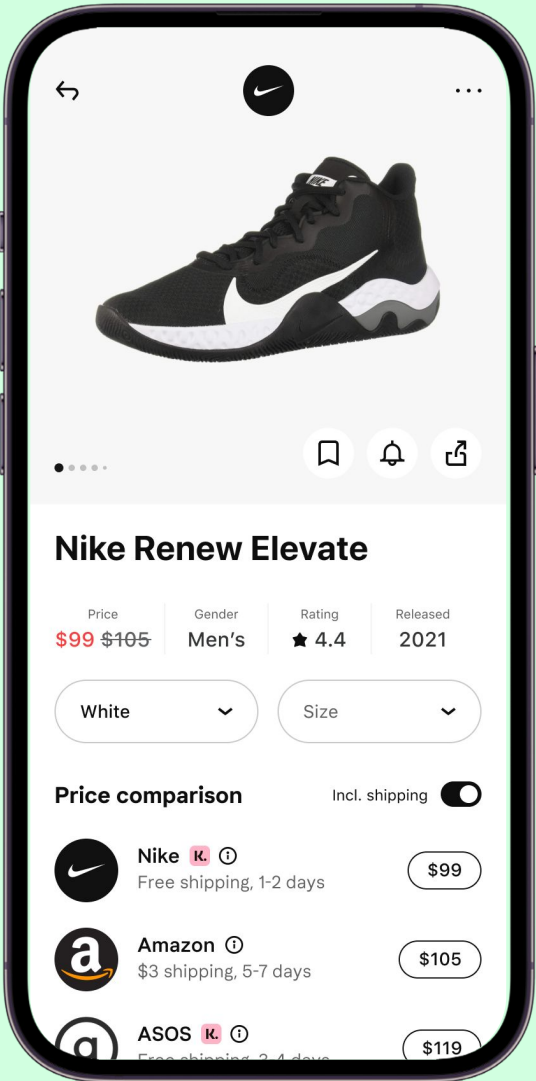
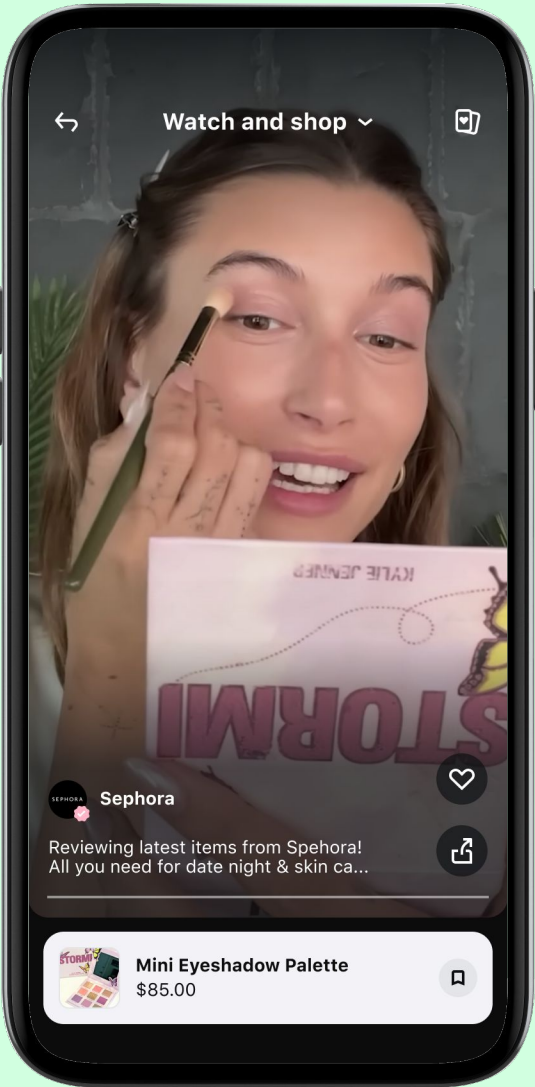
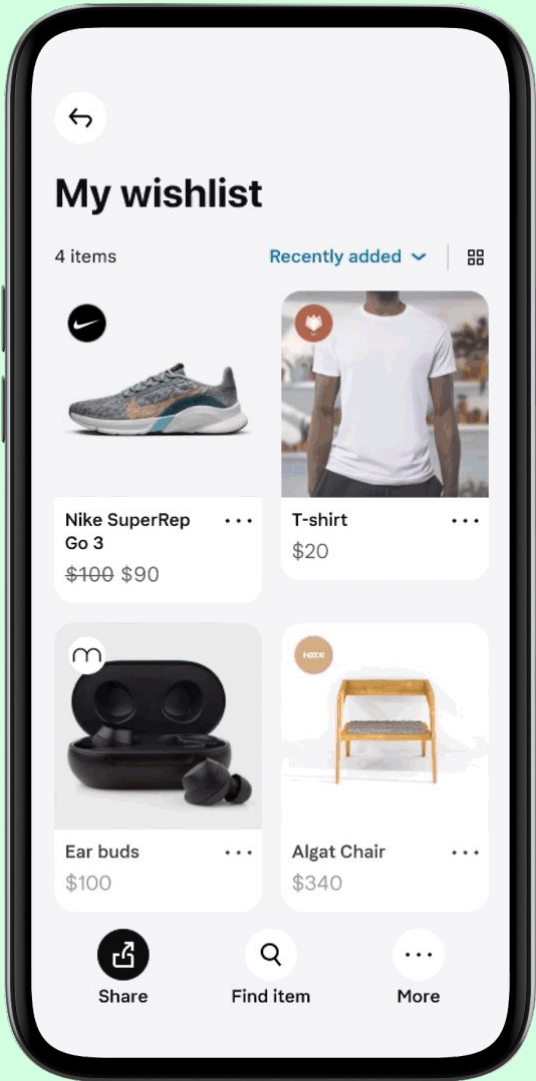
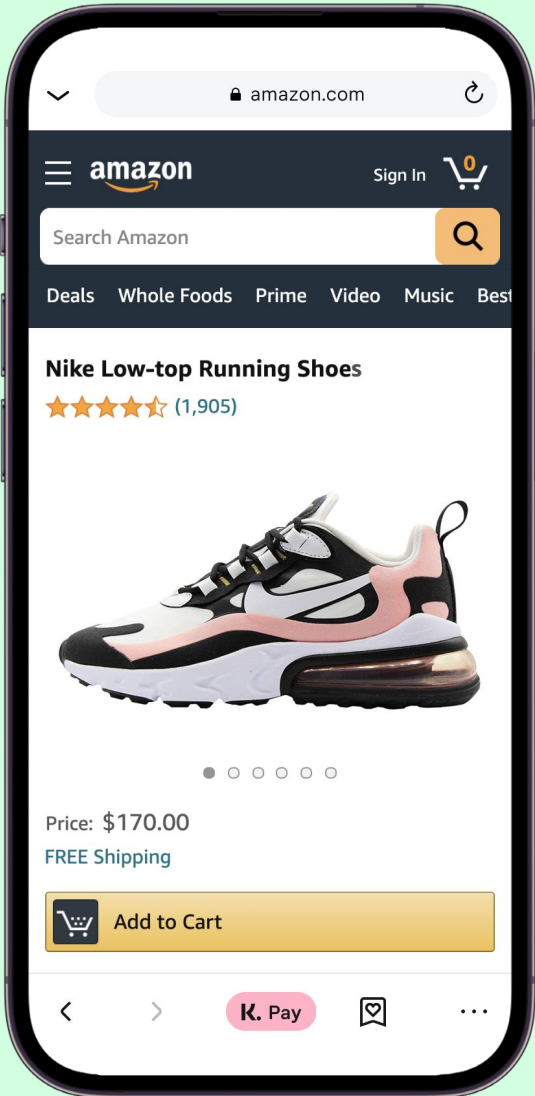
Dynamic delivery tracking

Beyond payments.

After we built the best experience for managing payments, we began to serve intent-driven shoppers who know what they want.



We elevate the shopping experience like no other.



Shop anywhere with Klarna

Save & organize products

Immersive shoppable content

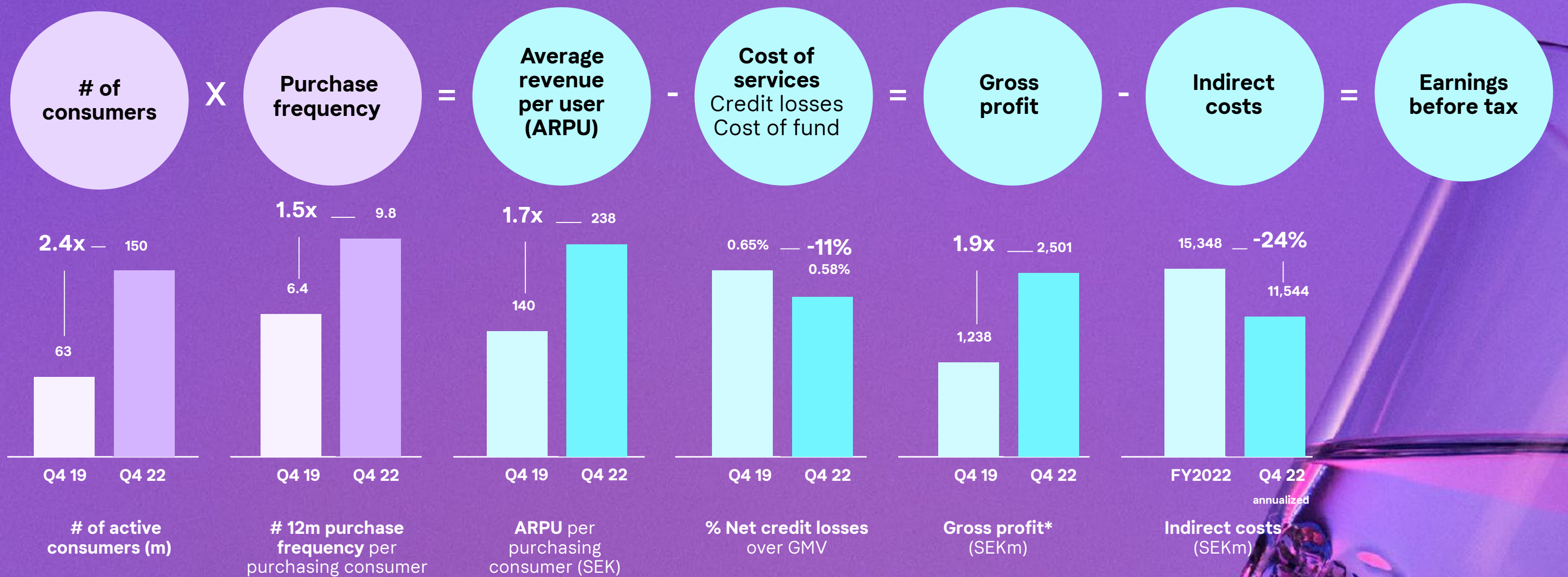
Rich & powerful product search

Personalised product recommendations



**Agile business
model delivering
path to
profitability.**

The Klarna model is built for scale.

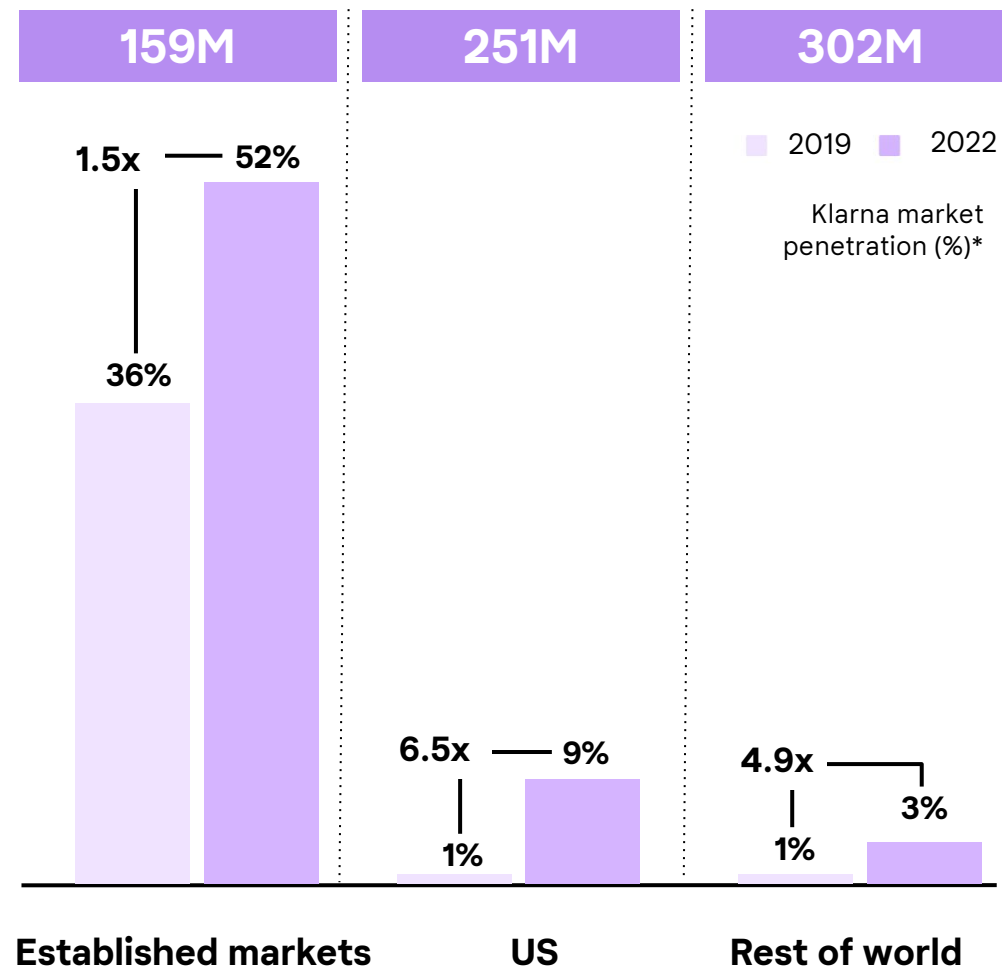


*Figures shown are as at the end of each quarter, unless otherwise stated. *Gross Profit representative of the full quarter.

Unique offering delivering accelerating ARPU.

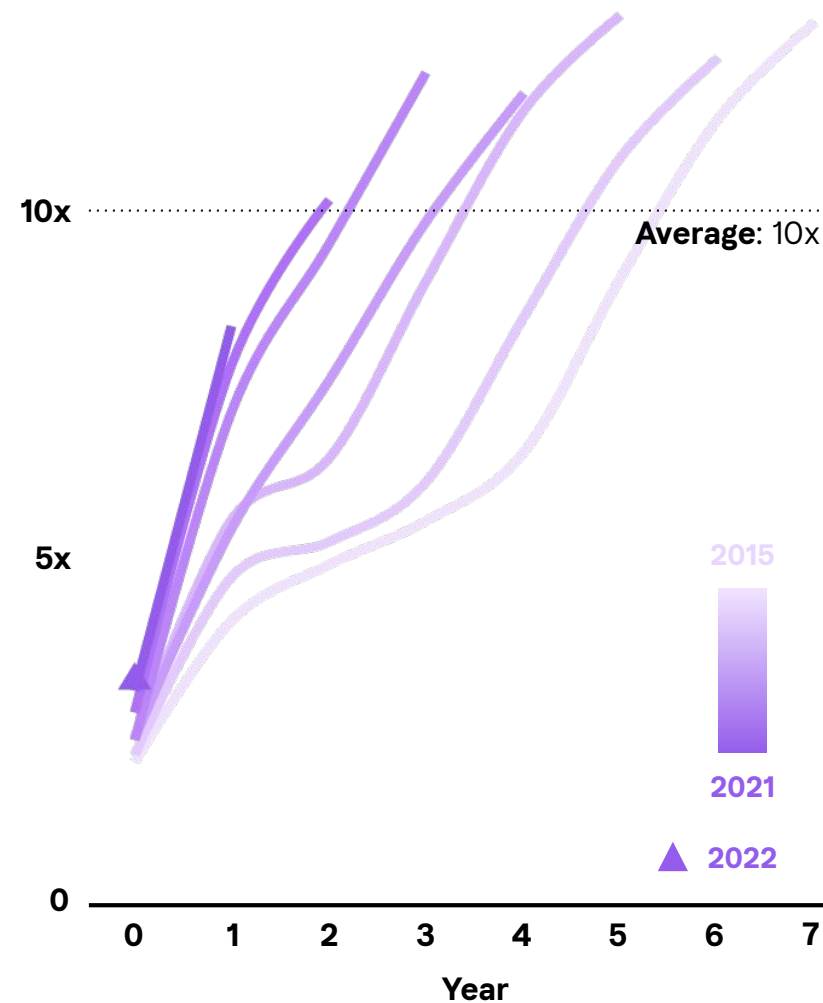
Rapidly growing consumer base...

Total population in 2022 (between 18 and 80 years old)



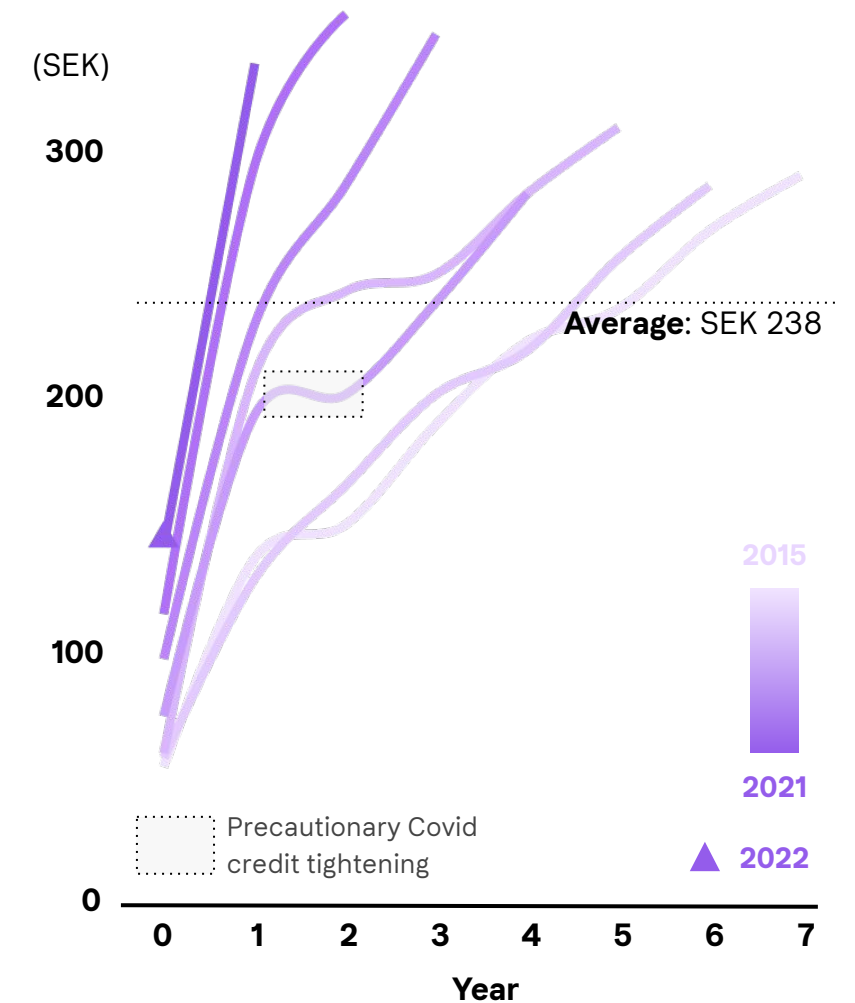
...with usage accelerating across cohorts...

Purchases p.a. (by purchasing consumer cohorts)**



...driving accelerating ARPU.

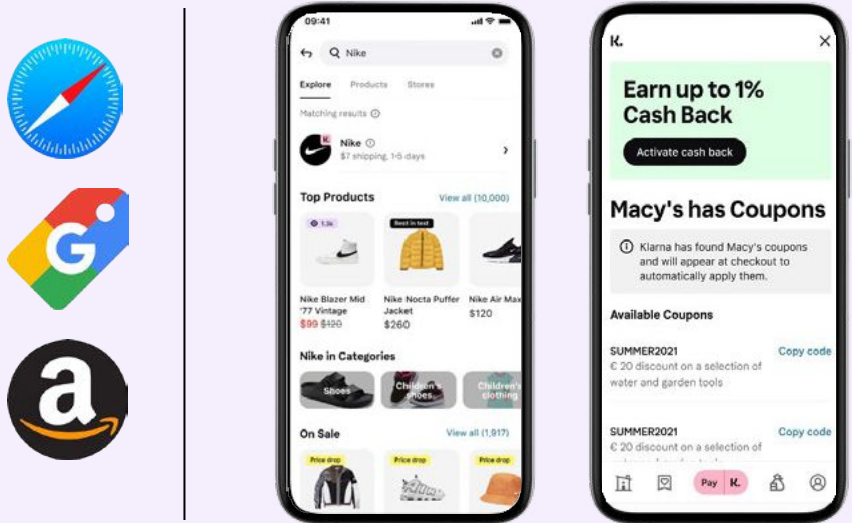
ARPU p.a. (by purchasing consumer cohorts)**



*Market penetration is based on total Klarna active consumers (excluding consumers via acquisitions) as a % of total population of each region. An active consumer is defined as a consumer who has transacted or logged into the Klarna app in the last 12 months. ** Excluding Sofort.

A better marketing opportunity for our partners.

Shopping ► Intent-driven audience



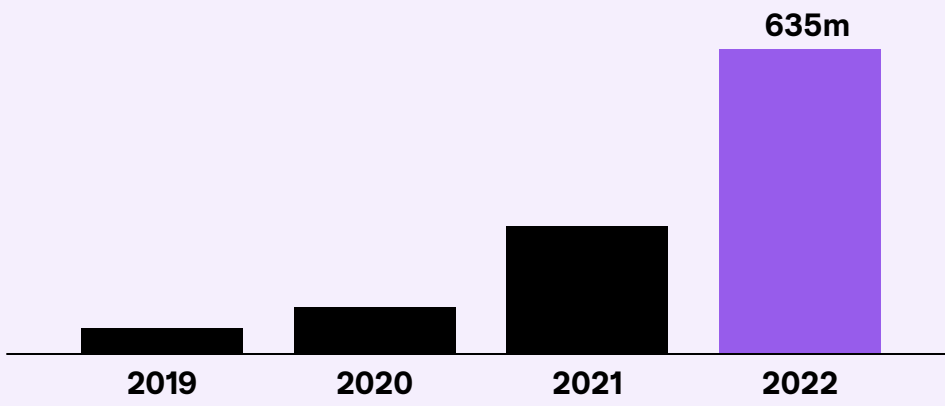
Inspiration ► Discovery-driven audience



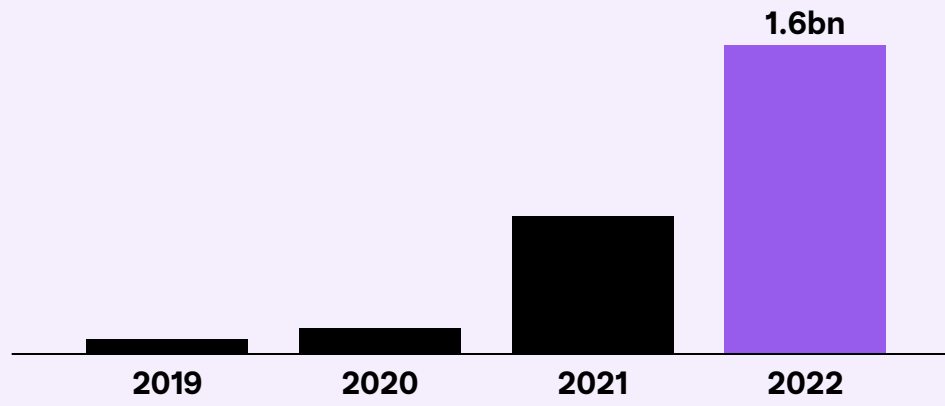
Leading brands partnering with Klarna



Global traffic to merchants (clicks)



Marketing Revenue (SEK)

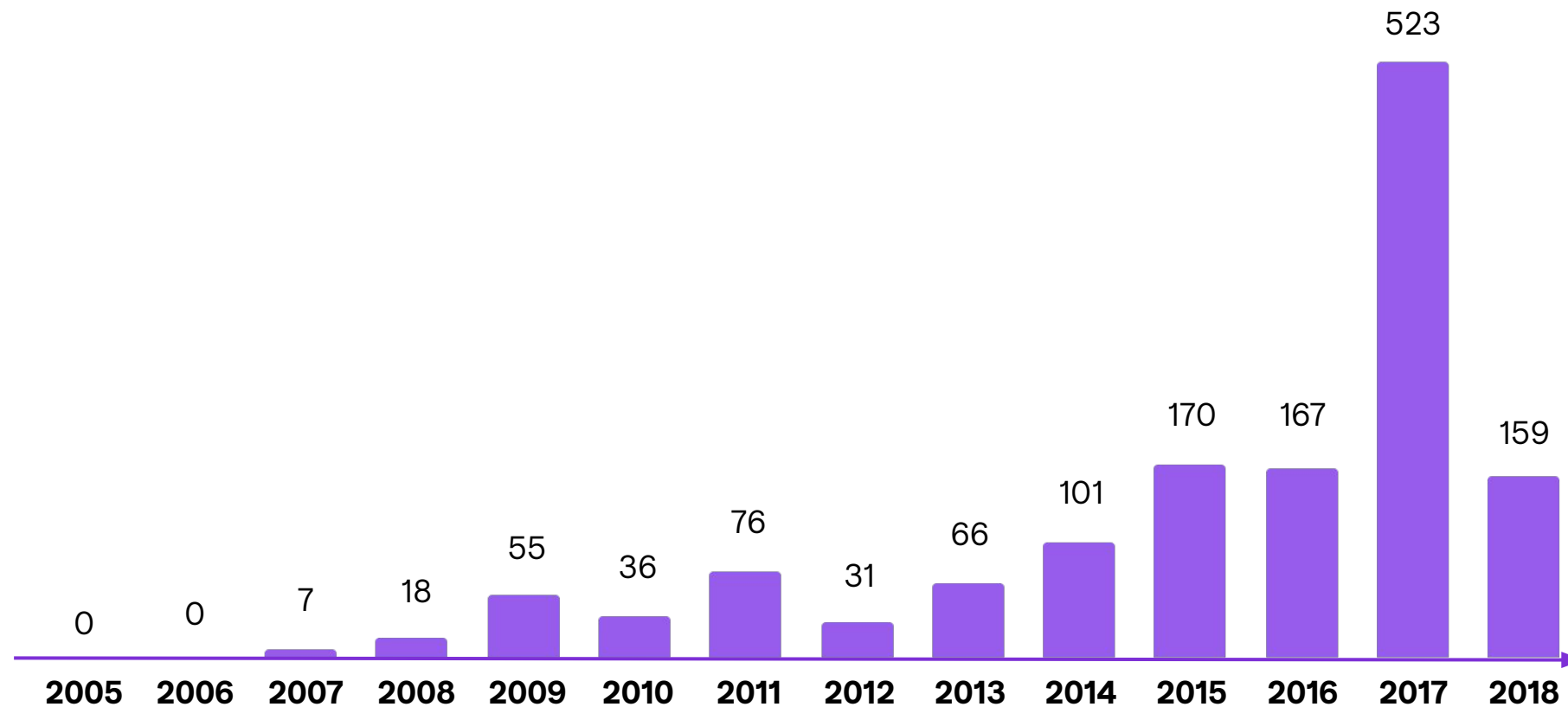


Proven
track
record of
profitability.



A reminder: We have a history of profitability.

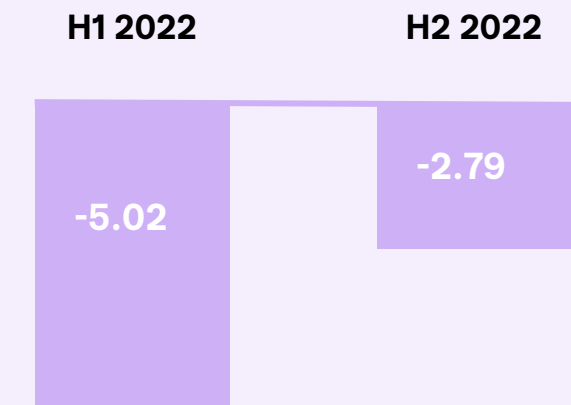
Klarna group historical EBT development (SEKm)



Business model foundations driven by long history of profitability prior to decision to accelerate growth in new markets.

Accelerating path towards profitability on track.

Adjusted Operating Result (SEKbn)



44%

improvement
achieved
in just 6 months

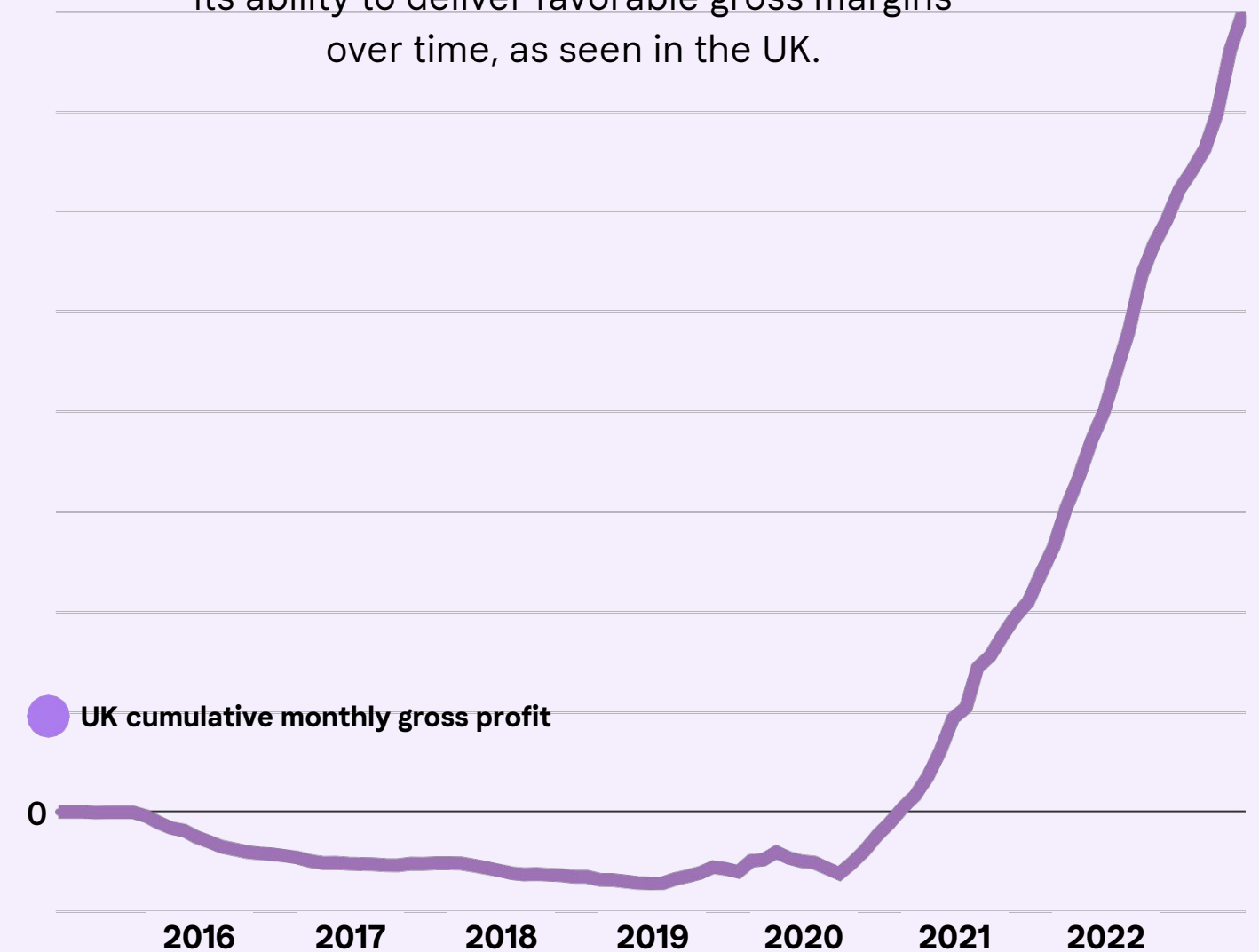
We have a tried and tested recipe in successful market launches.

Market	2022 Gross Margin
Sweden	72%
Norway	65%
Finland	71%
Germany	64%
Netherlands	58%
Austria	72%
Switzerland	74%
UK	45%

Total Established Markets Gross Profit (2022):
SEK 8.5bn

“The J-curve effect”

As markets mature, our model has proven its ability to deliver favorable gross margins over time, as seen in the UK.



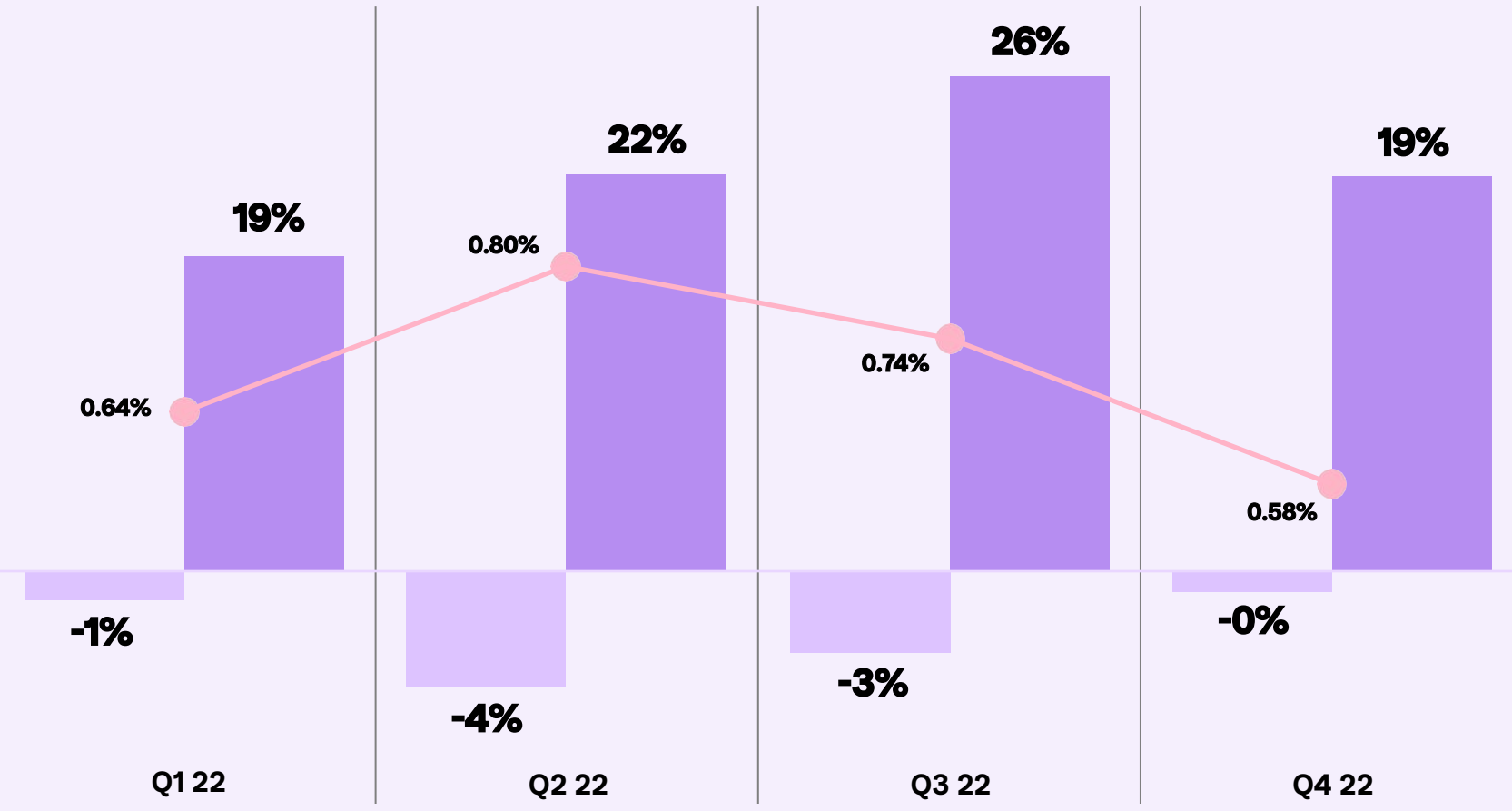
**Sustaining
revenue
growth while
decreasing
losses.**



Klarna continues to grow - even as e-commerce rate has slowed.

2022

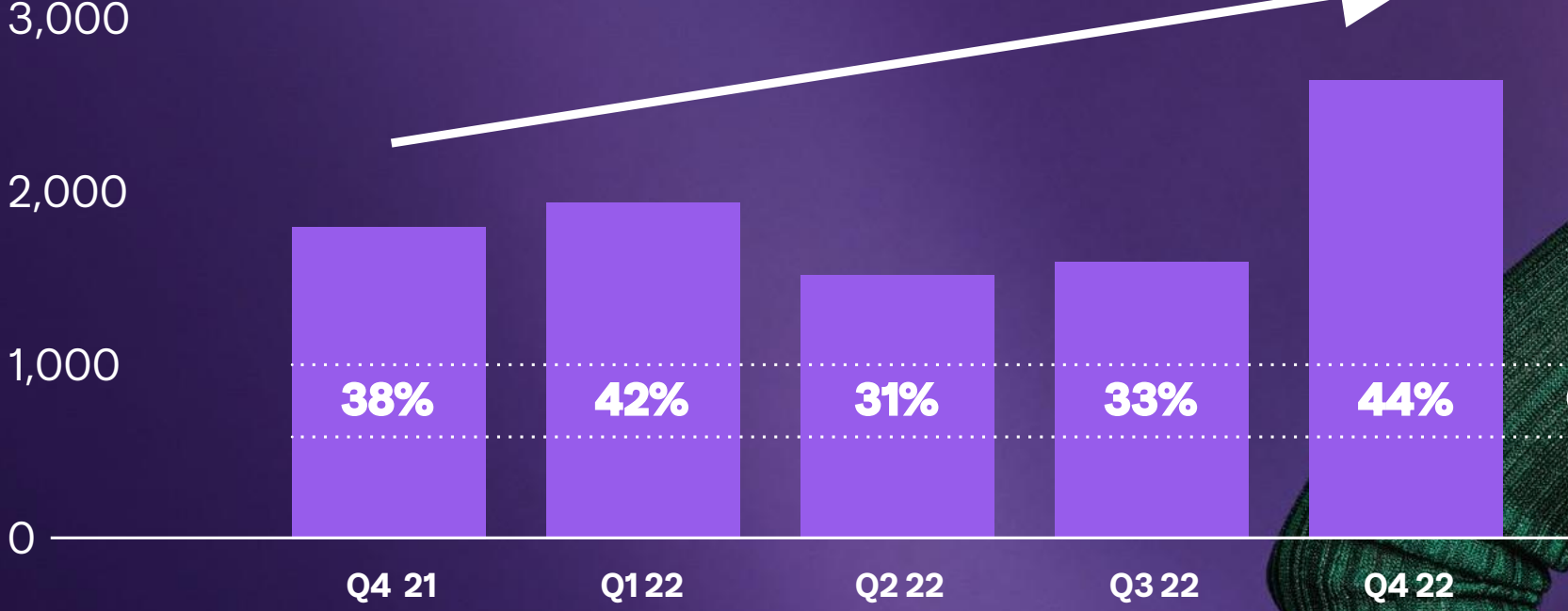
Global e-commerce, salesforce shopping index Klarna Global GMV, YoY Growth Credit loss rate



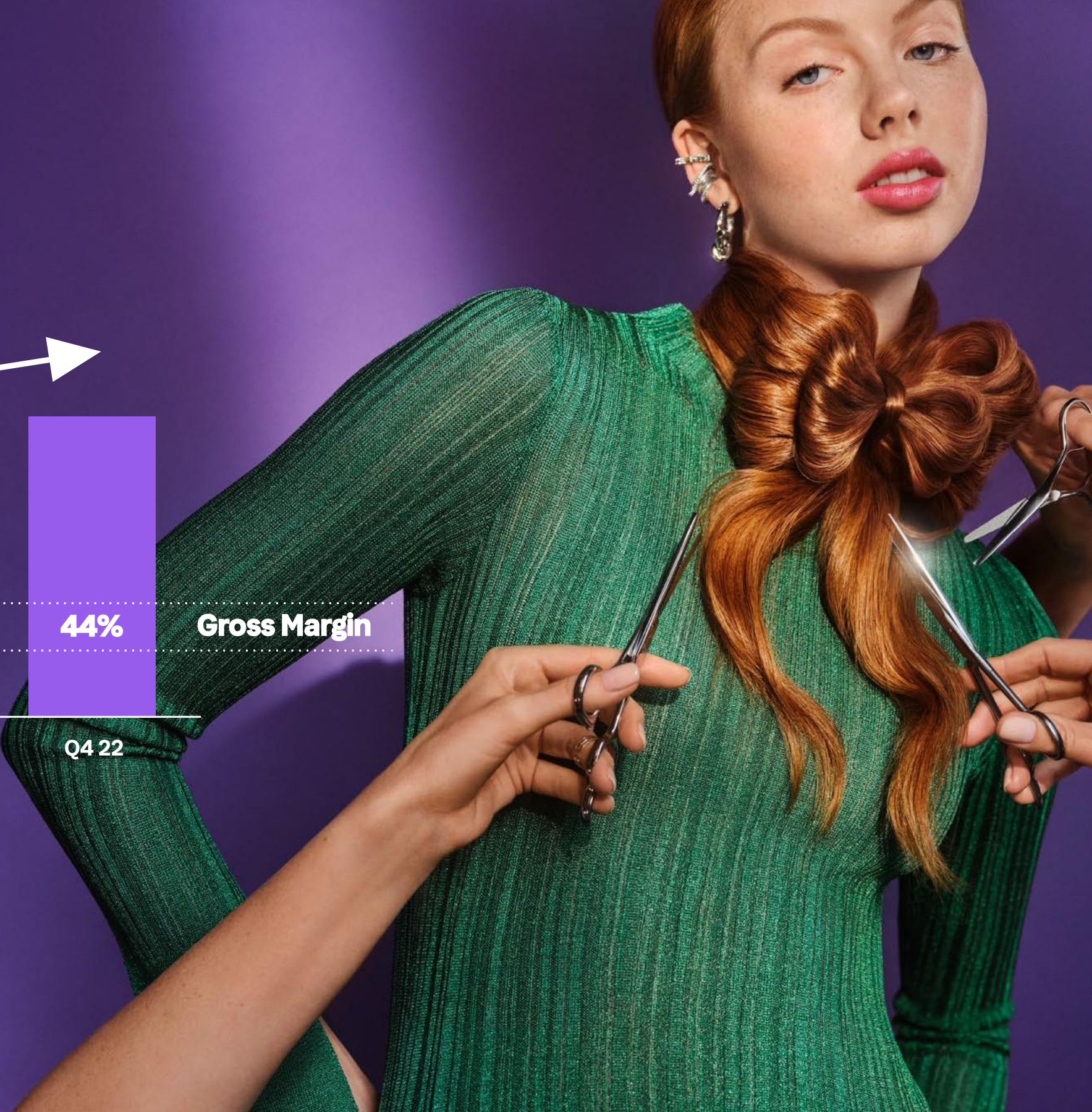
Strong gross profit growth and improving margins.

Gross Profit SEKm

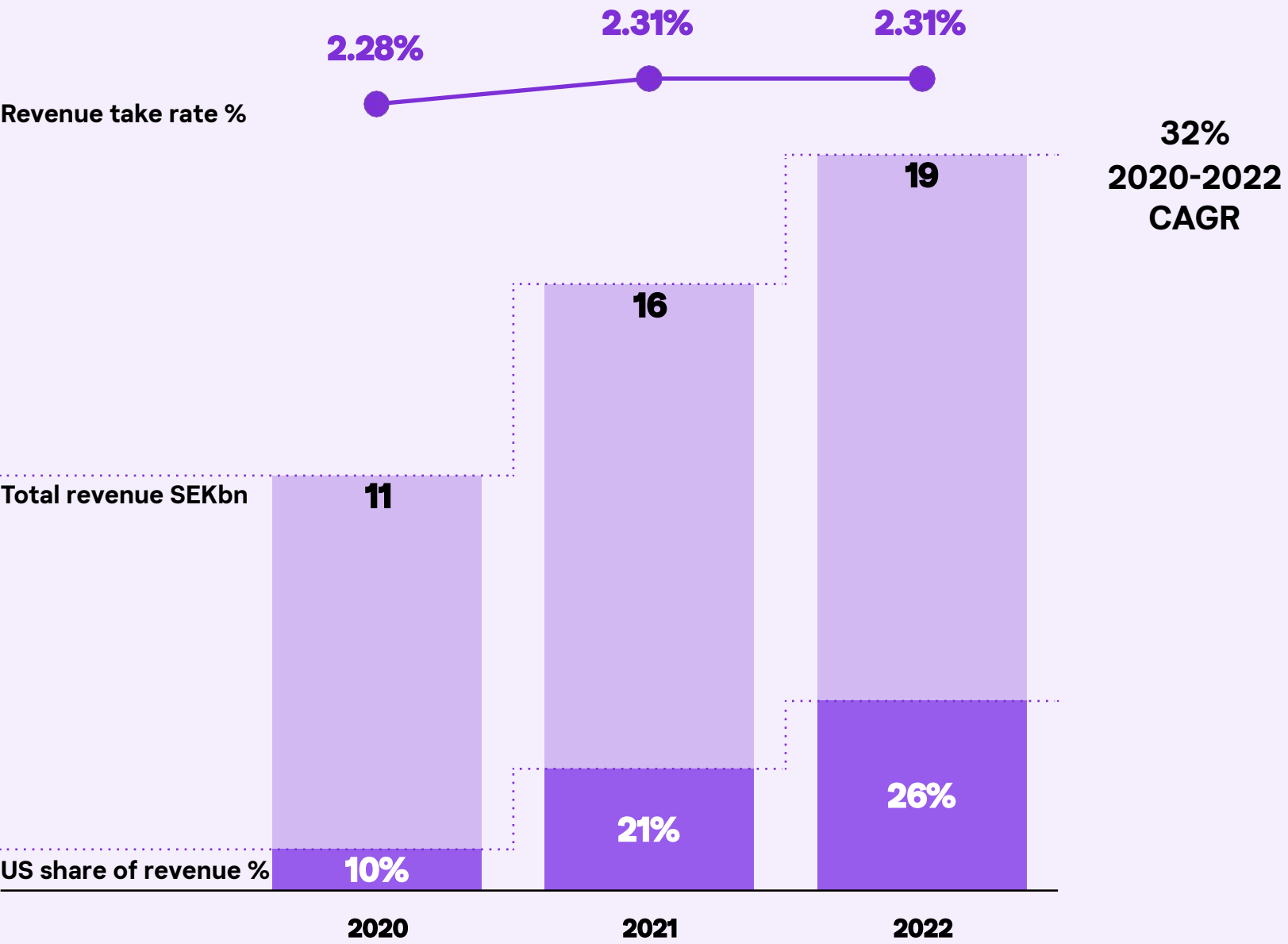
YoY Growth 42%



Gross Margin

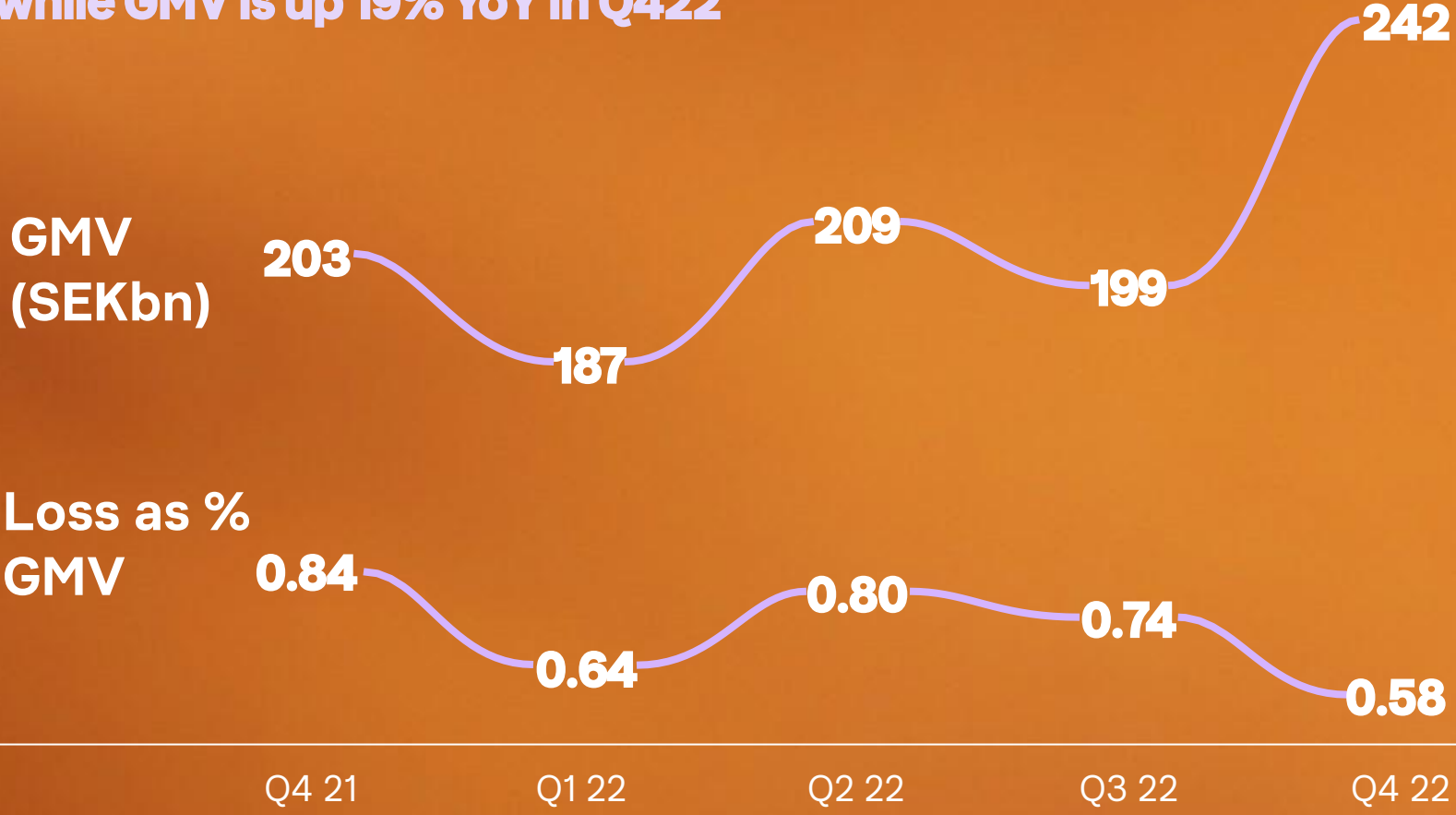


Strong revenue growth with increasing share from the US market.



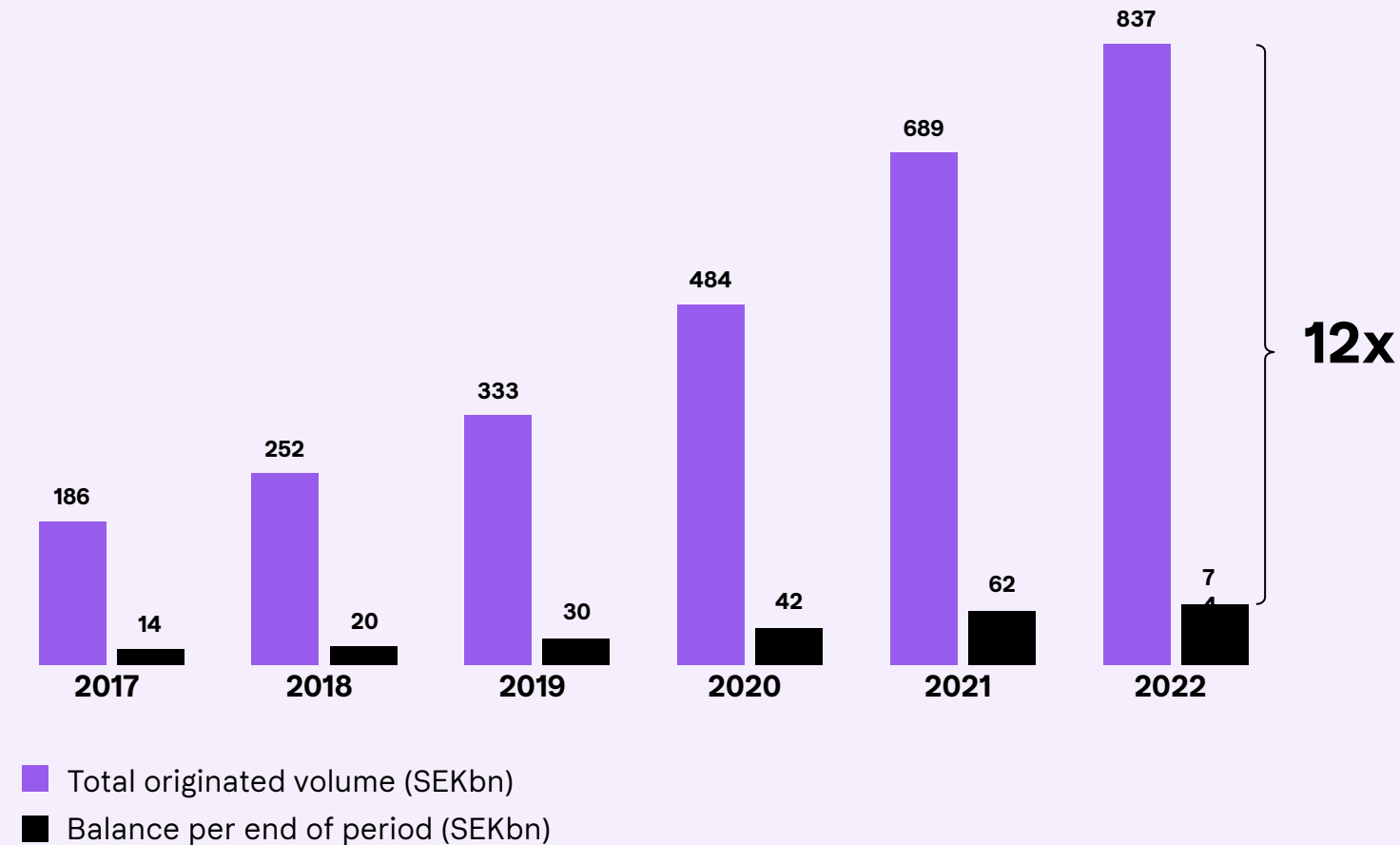
Continuous volume growth whilst making active credit decisions.

31% improvement in Global Credit losses rate while GMV is up 19% YoY in Q422

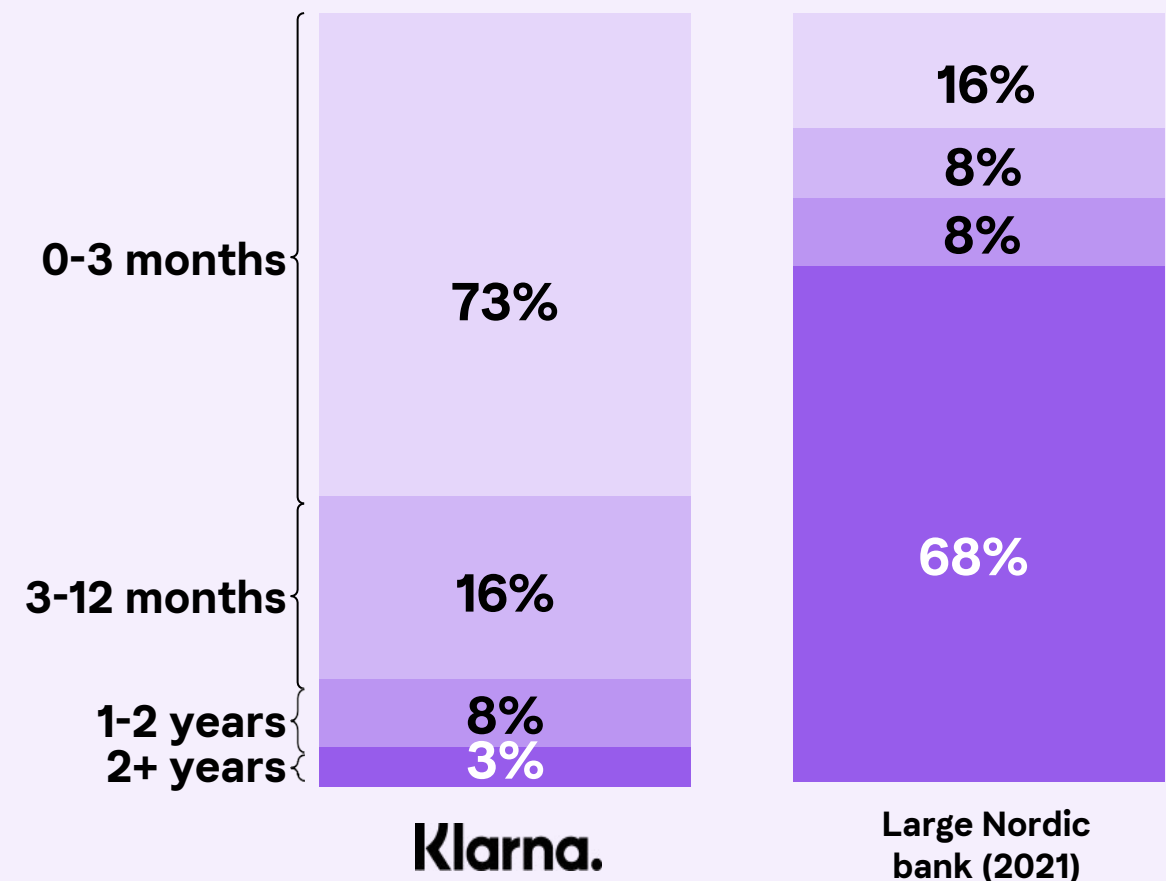


Klarna can react fast to market changes to steer credit risk as our credit receivables have a short repayment cycle.

Renewal of the balance sheet

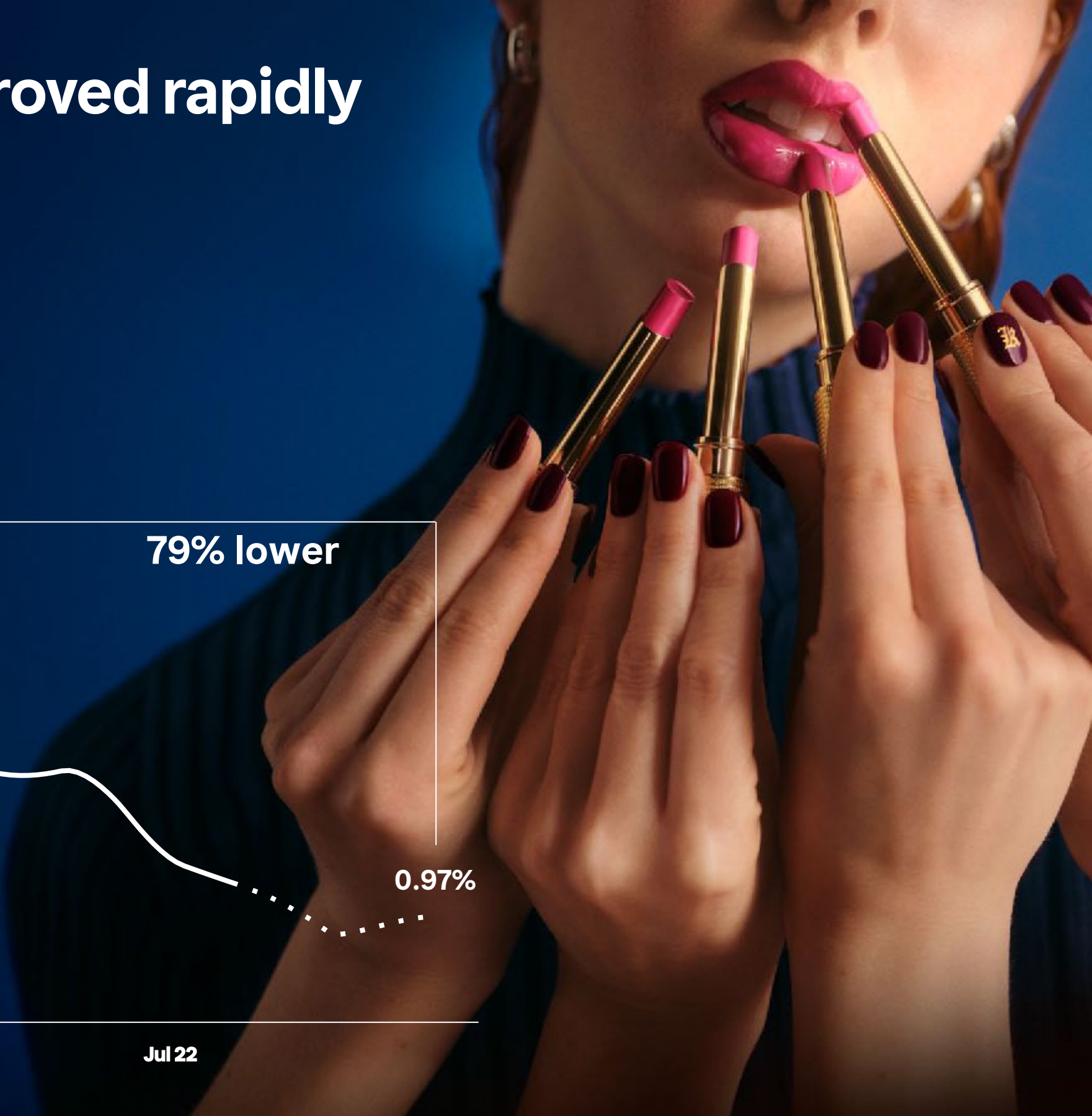
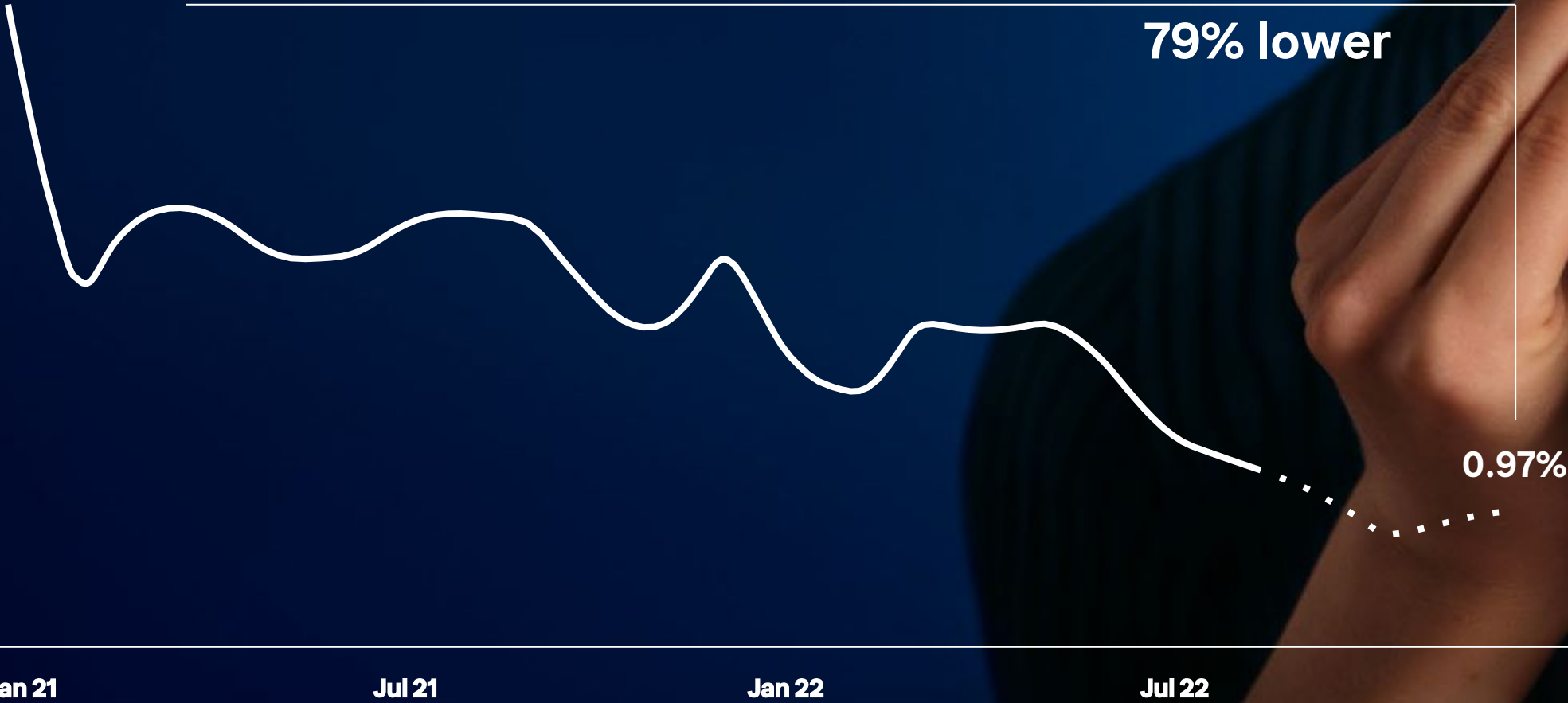


Age distribution of credit receivables, from origination



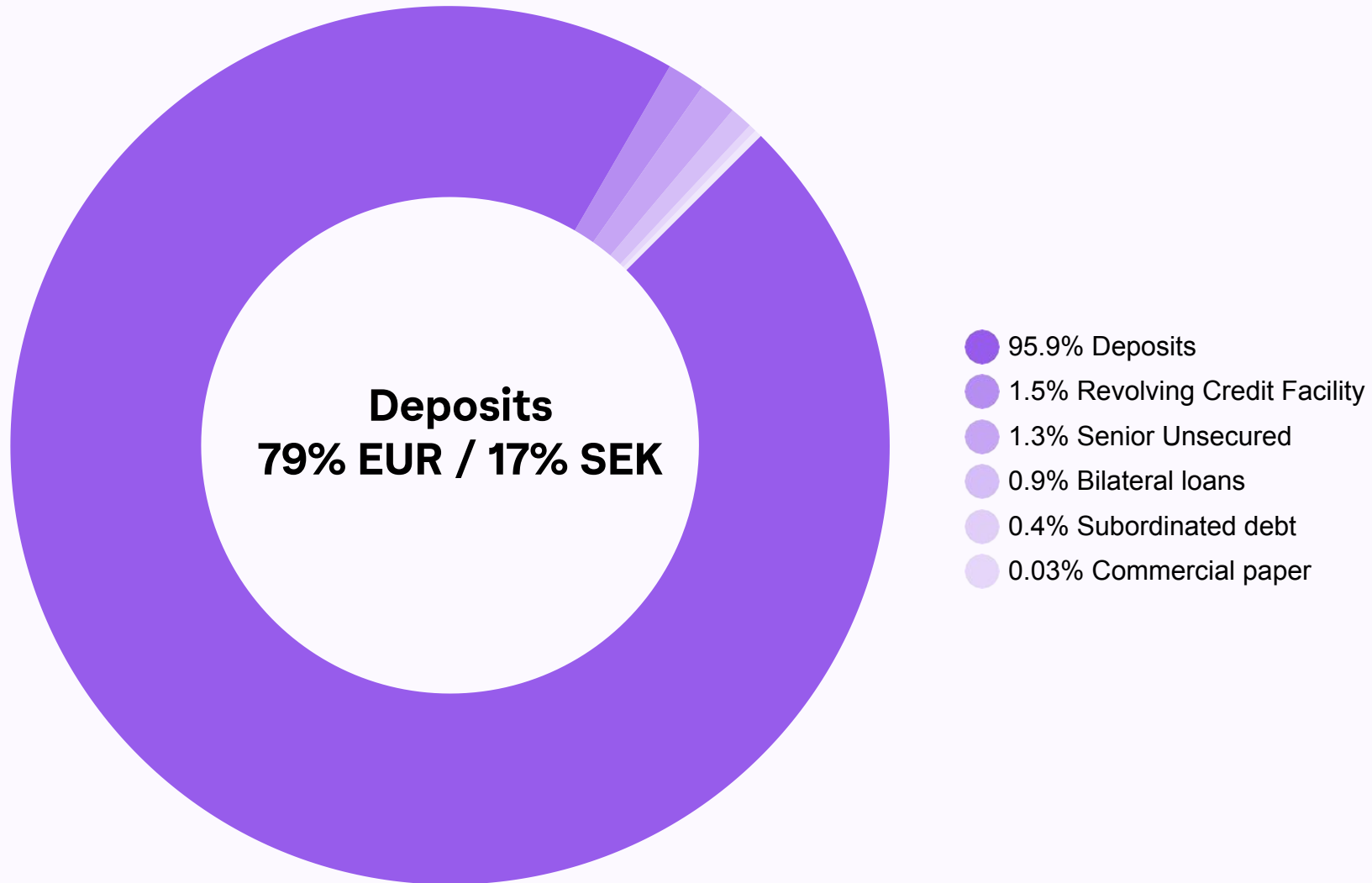
In the US, loss rates have improved rapidly as we reach scale.

Pi4 Delinquencies by Vintages: 60DPD+

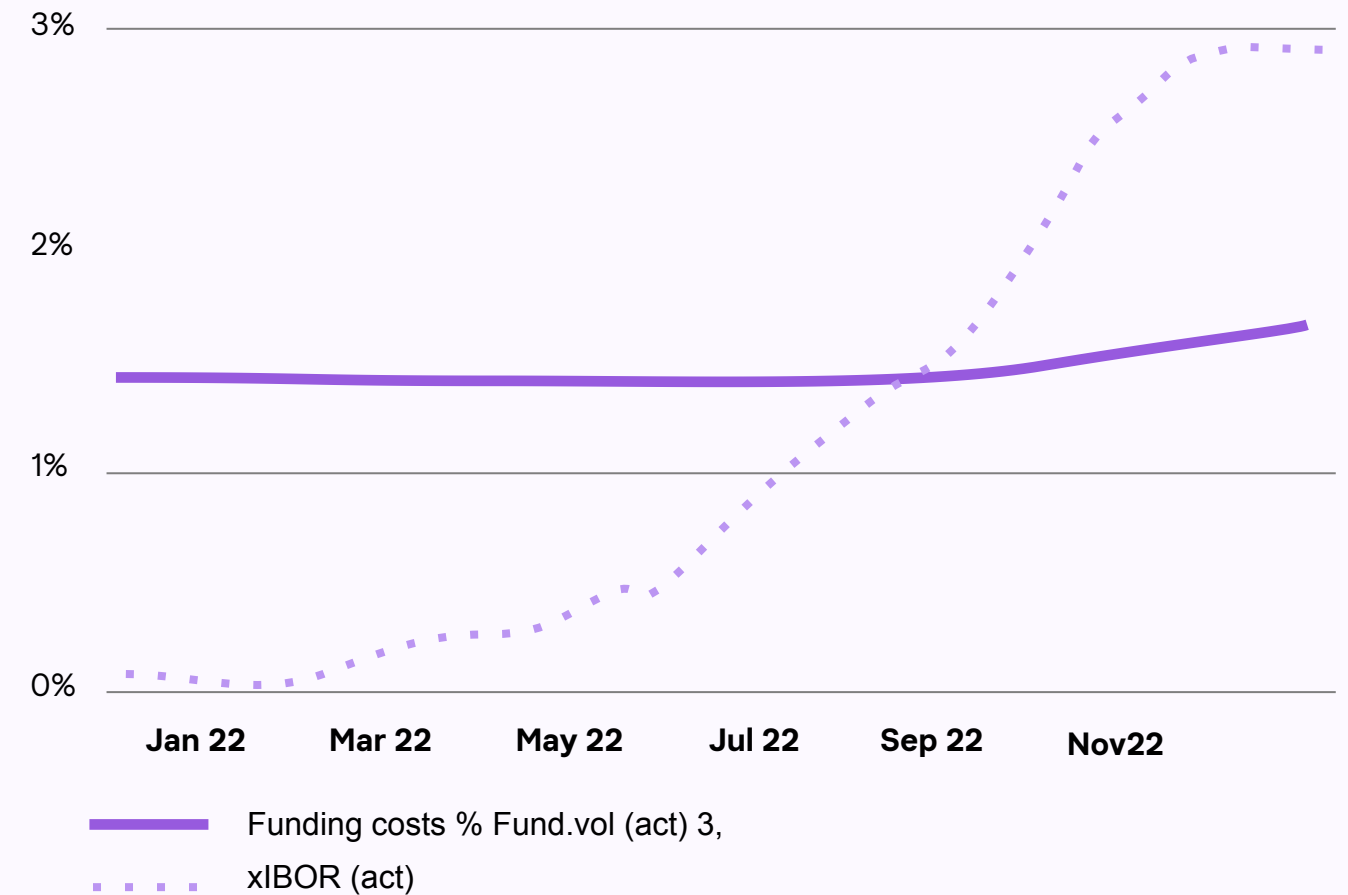


Strong access to cost effective funding.

Stable sources of funding

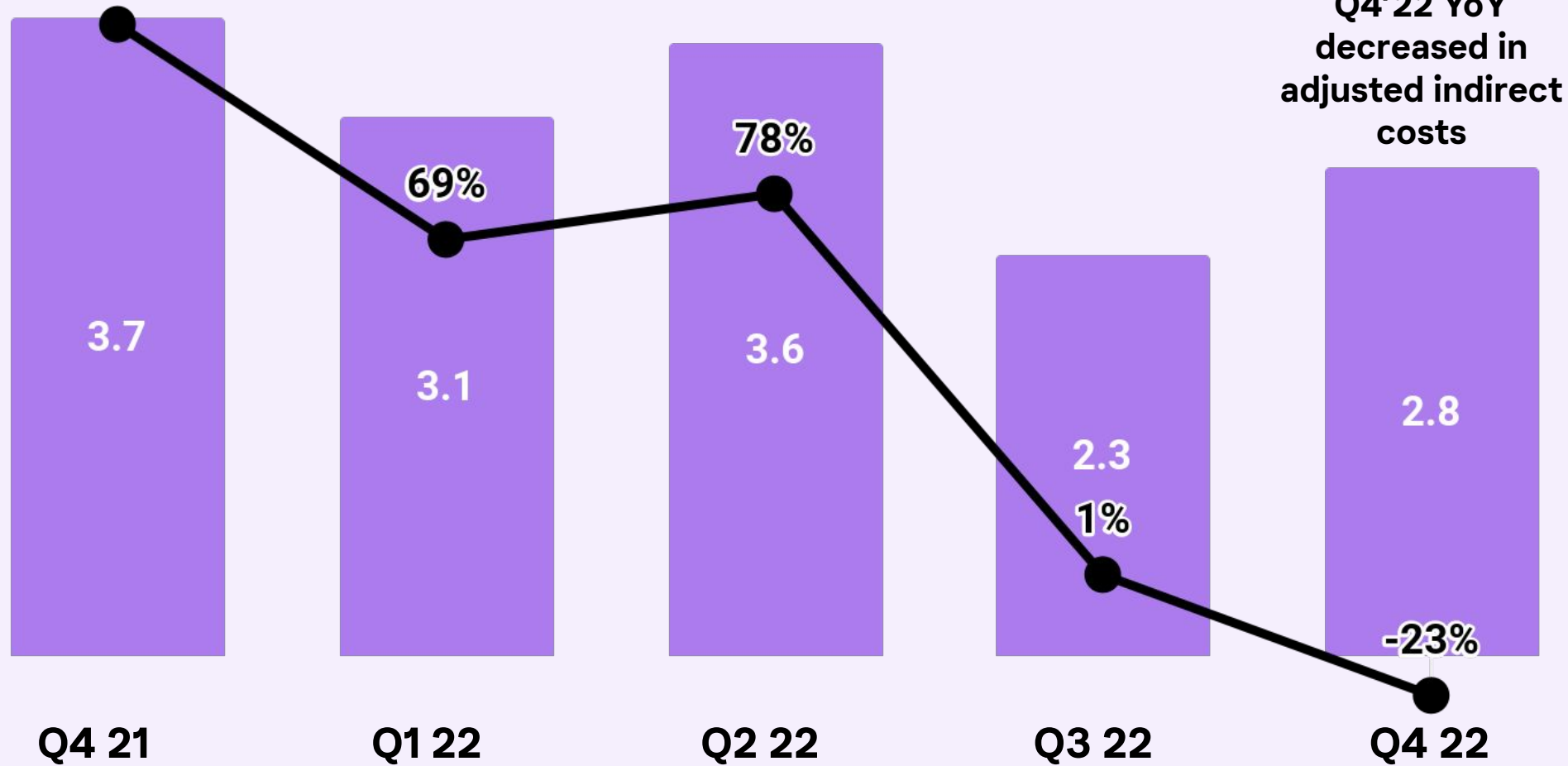


Prudent funding strategy built to withstand market volatility

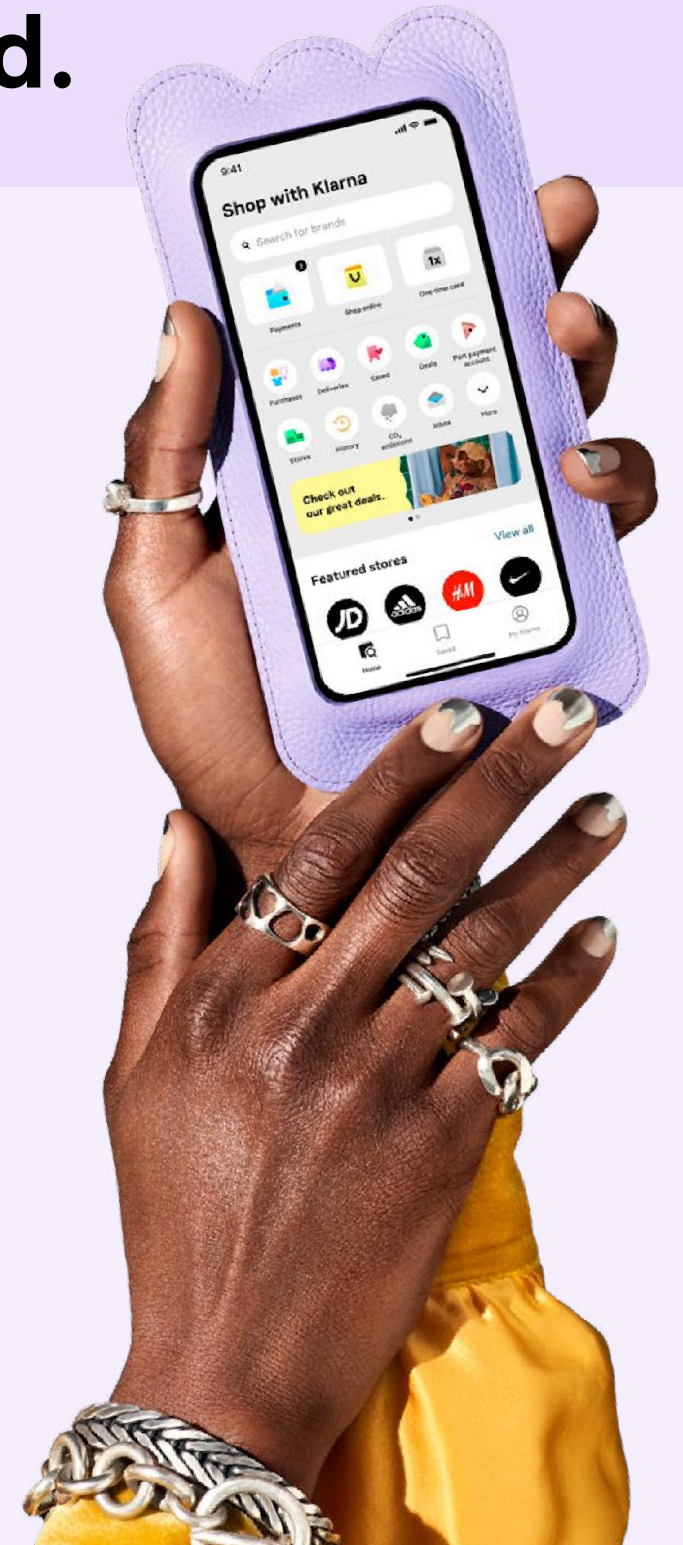


H2 2022 restructuring initiatives have delivered.

Adjusted indirect costs progression



-23%
Q4'22 YoY
decreased in
adjusted indirect
costs



● YoY Growth
■ Indirect costs (SEKbn)*

* Quarterly indirect costs excluding (a) Restructuring costs; (b) Share-based payments and related payroll taxes and; (c) Depreciation and amortization.

Sustainable & disruptive, Klarna's business model is built to drive profitable growth.

1. Global reach and brand recognition

2. Shopping destination of the future

3. Agile business model delivering path to profitability

Full Year 2022

22%

Global Volume growth

71%

US Volume growth

635m

Clicks to retailer sites in 2022

27m+

Monthly active app users
+18% YoY growth

63%

Gross Margin in established markets

0.58%

Global credit losses Q4'22

Thank
you.

