

Swedbank AB in Financial Cards and Payments (Sweden)

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Abstracts

Meeting growing consumer demand for innovative digital payment systems forms an integral part of Swedbank's current strategic direction. This demand is particularly strong among younger generations of Swedes, many of whom are typically quick to adopt new technologies. Swedbank is well aware that younger generations represent their future core customer base and therefore the ability to respond to demand for innovative payment systems among this consumer segment is of paramount importance for the...

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