



**Press Release**

Stockholm September 2, 2011

## DIBS launches Payment Solution in Poland

**DIBS, the leading provider of payment solutions for e-commerce, has added 29 Polish Internet banks to its payment solution. Thereby, DIBS launches a complete offering for payments for e-commerce in Poland.**

- DIBS is now launching a complete offering in Poland. Our goal is to help develop the Polish e-commerce market with secure, innovative and functional payments. We will make it easy for Nordic e-retailers to launch on the interesting Polish market, and as a second objective also aspire to attract local Polish customers, said Eric Wallin, CEO of DIBS.

The Polish e-commerce market is significant and shows good potential. Polish consumers are still less frequent e-shoppers and spend less online than the average Nordic consumers, but the Polish market is catching up fast. Polish consumers prefer to pay via Internet banks (preferred by 42% of consumers), cash on delivery (33%) and cards (9%).

DIBS is the Nordic market leader and has for years followed its customers as they expand outside the Nordic countries. As a number of Nordic customers expanded to Poland during 2011, DIBS has in several steps built up a local payment infrastructure in Poland. DIBS is managing its sales and customer service for the Polish market from offices in Stockholm and Denmark.

**For more information please contact**

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