



## Hudya sells parts of customer portfolio

**The Hudya AB subsidiary, Hudya Data & Tele AS, has agreed with the Norwegian telecom enabler, eRate AS, to sell parts of the Norwegian telecom customer portfolio at a price of 10.000.000,- Norwegian kroner.**

«This transaction is an important step in the right direction to consolidate the group and achieving a positive bottom line», states CFO of Hudya AB, Hanne Ek.

“A majority of the portfolio sold consists of customers acquired through M&A. Hudya wants to focus on acquiring new customers organically, as we see a clear tendency that customers buying into the Hudya value proposition from the beginning have a higher tendency to buy service or product No. 2 and 3 from us”, states the Product Director Telecom, Pål Eivind Vegard.

“Our Norwegian telecom portfolio is growing organically very rapidly month by month at a very low customer acquisition cost, making this transaction even more positive for Hudya”, Mr. Vegard concludes.

The customers will be transferred as from 1<sup>st</sup> May, but of practical reasons Hudya will be invoicing all the customers also in May.

### **For further information contact:**

Morten Kvam, Chief Communications Officer  
Phone: +47 930 28 970  
E-mail: [mk@hudya.no](mailto:mk@hudya.no)

### **About Hudya**

Hudya AB is an innovative Scandinavian fintech company with operations in Sweden, Denmark and Norway and has approximately 220 employees. Hudya creates technical solutions for a simpler economic life, aiming to save customers time and money. Hudya has built a unique digital platform, gathering services that individuals and businesses need. Today, mobile, electricity, insurance and refinancing are offered with friendly terms, prices and customer service. The company has international ambitions and is working to develop and distribute services at a low cost regardless of country, starting in Scandinavia. The company was listed 14 February 2020 on Nasdaq First North Growth Market in Stockholm.

Certified Advisor: FNCA Sweden AB, +46 8 528 00 399, [info@fnca.se](mailto:info@fnca.se)

For further information about Hudya, please visit [hudyagroup.com](http://hudyagroup.com).

This press release contains such information that Hudya AB (publ) is required to publish in accordance with the EU Market Abuse Regulation. The information was published for public disclosure on 27 April 2020 at 07:30 CET through the agency of the contact persons set out above.