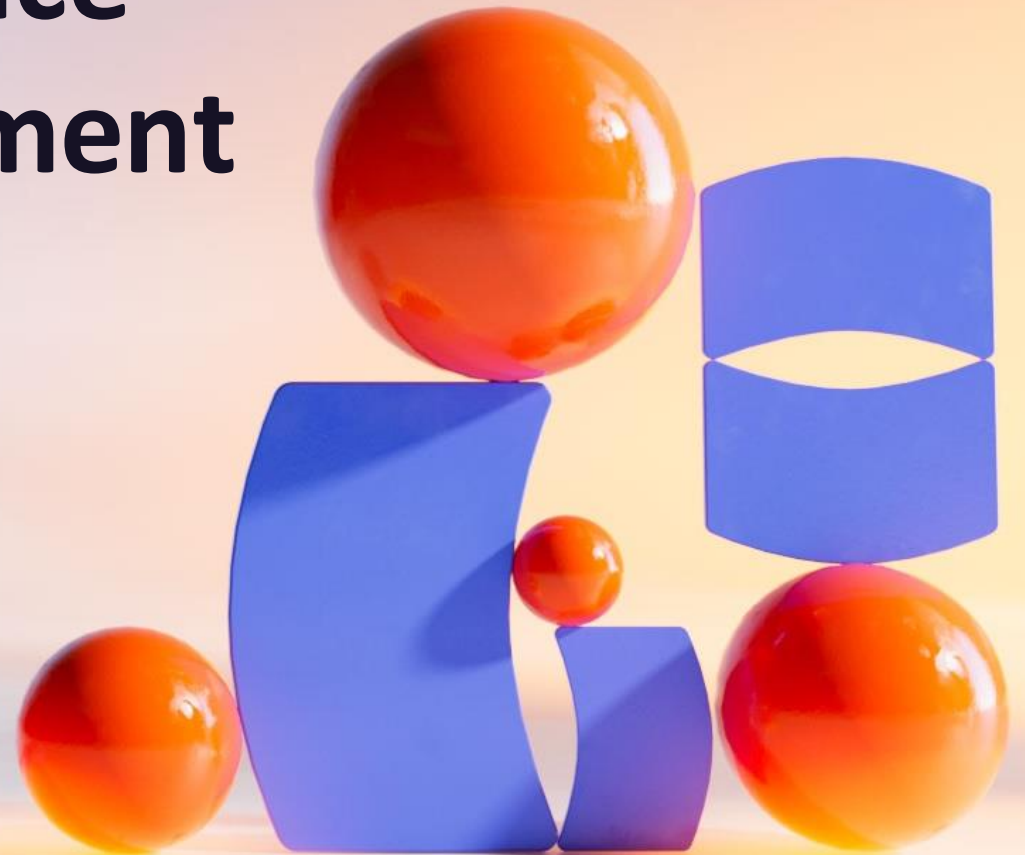



Vipps MobilePay in a glance – the leading mobile payment solution in the Nordics

Kim Fuglsang Kristoffersen
Head of Payment Strategy & Strategic Partnerships

Worldline
April 2026



Simplifying commerce and payments across the Nordics

- 
- A stylized map of the Nordics region (Norway, Sweden, Finland, Denmark, Iceland) is shown against a dark background. The landmasses are white, and the surrounding waters are blue. A legend indicates that blue areas represent 'Operating' regions and orange pins represent 'Offices'. The map shows operating areas in Norway, Sweden, Finland, and Denmark, with office locations marked by orange pins in Sweden, Finland, and Denmark.
- Operating
 - Offices

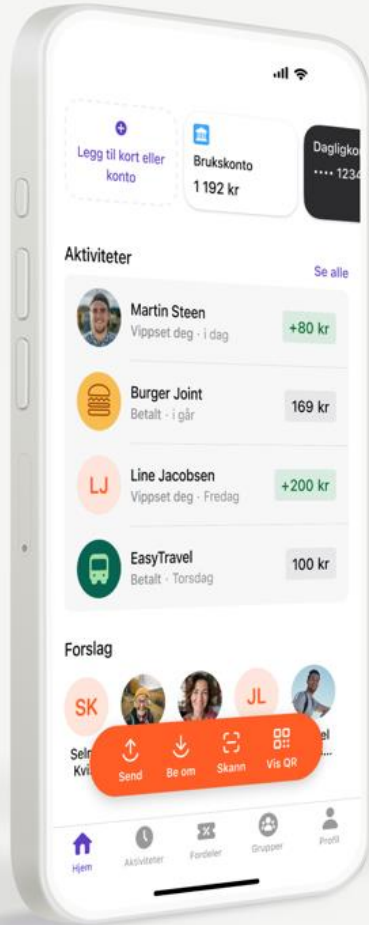
eMoney Institut
owned by banks

+12 millioner
users

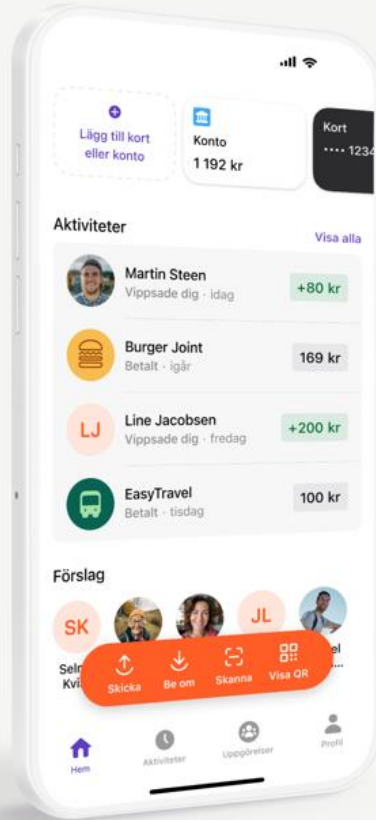
+350.000
shops & web shops

'One platform'
Across the Nordics

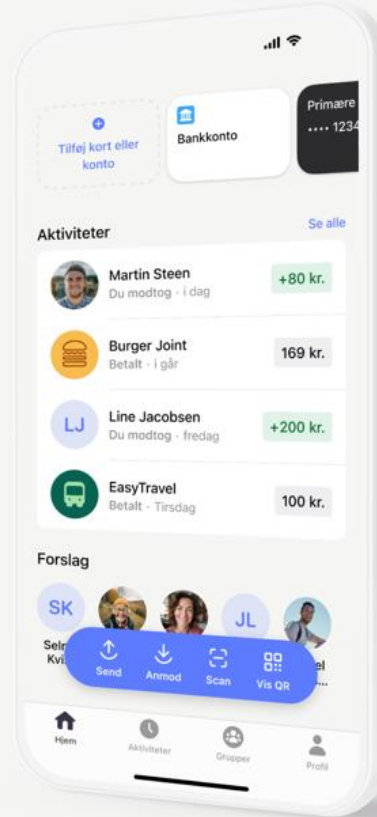
vippss



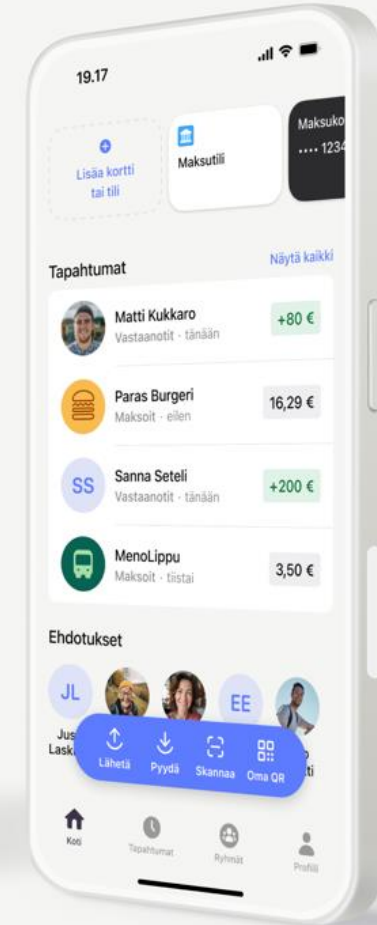
vippss



MobilePay



MobilePay



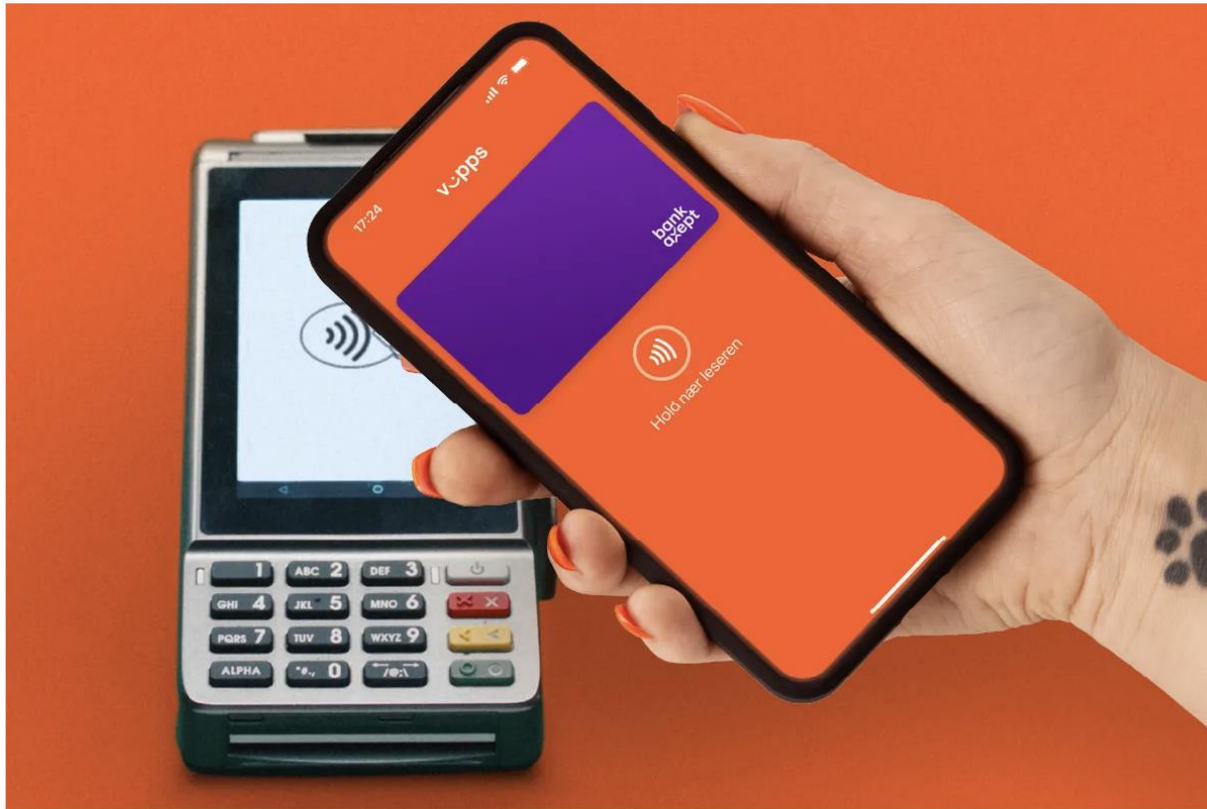
#1  
Norway's most
loved brand 2025

#2  
Denmark's most
loved brand 2025

#2  
Finland's most
loved brand 2025
Financial sector

#22  
Sweden's most
loved brand 2025
Financial sector

Apple Pay's first competitor on the iPhone has arrived in Norway



/ Vipps, a mobile payment app, is the first third-party app to offer tap-to-pay on iOS.

By [Allison Johnson](#), a reviewer with 10 years of experience writing about consumer tech. She has a special interest in mobile photography and telecom. Previously, she worked at DPRReview.

Dec 9, 2024 at 9:40 PM GMT+1

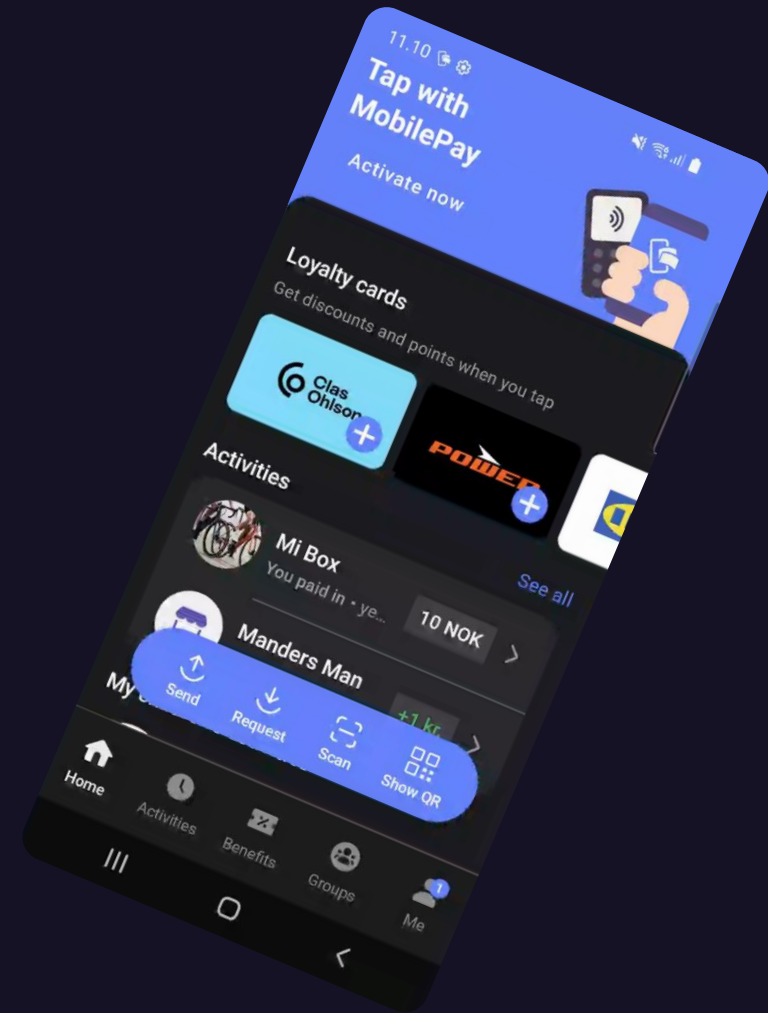
[Link](#) [f](#) [@](#) | [23 Comments \(3 New\)](#)

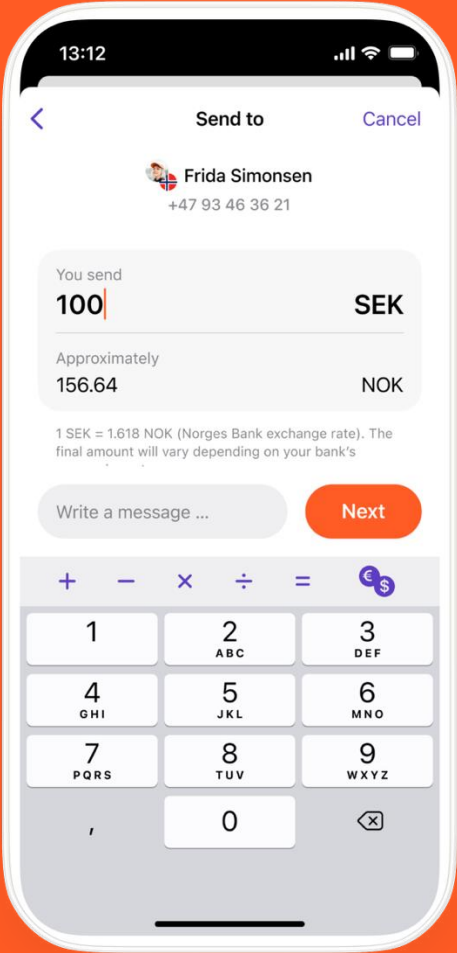
iPhone owners in Norway can now select Vipps as their default mobile payment app. Image: Vipps

Pay with MobilePay in store at home or globally ...

... Visa / MasterCard

... or MobilePay Instore Account Payments





Cross-border payments



Nassiussigit



Saqqaa



Akilikkat



Social



Uanga

epi European Payments Initiative

BANCOMAT

bizum

SIBS Partner in Payments

Vipps MobilePay

