

**1.1.2023**

## **Kim Hansen has joined NEOFX as partner and Global Head of Sales**

We are excited to announce that Kim Hansen has joined NEOFX as partner and Global Head of Sales. Kim has about 30 years of FX experience in Nordea and as entrepreneur. He is responsible for direct and partner sales as well as marketing.

NEOFX helps Nordic companies cut FX costs. We are a Nordic fintech company that serves Nordic exporters and importers with FX volumes ranging from a minimum of five million to hundreds of millions of euros per year. Our customers cut hidden FX costs related to foreign currency payments and hedging typically by tens of thousands or hundreds of thousands of euros every year, because our FX rates are often significantly better compared to banks. The legal counterparty to our EU regulated secure services is Visa's (world's leader in digital payments) fully owned subsidiary and the services are used by tens of thousands of companies across Europe.

We are already growing fast as Nordic companies increasingly realise the ease of improving their bottom line by cutting FX costs. The quick growth of our franchise is primarily driven by sales partners with industry leading rewarding. Kim will take us to the next level by further increasing the awareness of the opportunity to cut FX costs among Nordic exporters and importers.

If you are interested in substantially cutting hidden FX costs as our customer visit [www.neofx.eu](http://www.neofx.eu) and get in touch!

Ville Lipponen & Thomas Jensen, Co-Founders