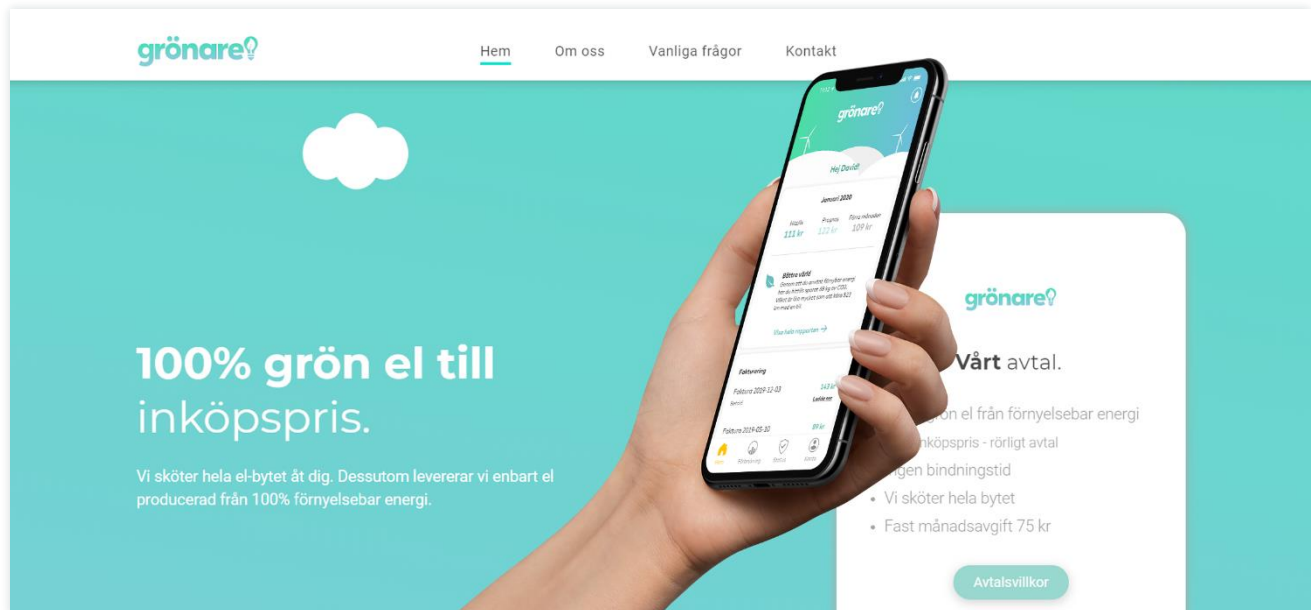


# Swedish Fintech Launches Energy Company and Selects Eliq for Customer Engagement

Enklare, a successful Swedish fintech is extending its proposition into the energy market and is partnering with Eliq to help customers manage their energy.



Enklare, which means ‘*simpler*’ in Swedish, is a fast-growing Swedish start-up that has helped 100 000’s of consumers to swap loan providers since 2015 through an innovative brokerage service. The fast-growing company has since expanded into insurance and has now launched its own energy supply business called Grönare, which is Swedish for ‘*greener*’.

*“As you can guess from our name, we’re all about making personal finance simpler and eliminate friction for the customer. We really connected with Eliq on that ethos.”* – David Nordlöf, Founder at Enklare and Grönare

Grönare allows customers to directly buy renewable electricity at wholesale price without a markup, charging their customers a flat monthly fee for the service. The app, launching in Q1 for iOS and Android, uses advanced analytics on smart meter data and enables customers to better understand their energy usage, how it affects the planet and how they can reduce their usage.

*“As lines are starting to blur between utilities and other players in Europe, we are delighted to see another one of the new breed utilities adopting Eliq as part of their customer proposition and IT stack”* – Håkan Ludvigson, CEO and Founder at Eliq

For press inquiries: [press@eliq.io](mailto:press@eliq.io). If you want to know more about Eliq, contact [hello@eliq.io](mailto:hello@eliq.io)



Eliq AB (HQ)

Stora Badhusgatan 18-20  
SE-411 21 Göteborg  
Sweden



Eliq Limited

3fl. 86-90 Paul Street  
London EC2A 4NE  
United Kingdom



[linkedin.com/company/eliq](https://www.linkedin.com/company/eliq)



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