Safello launches crypto checkout pilot

Stockholm, 24 September 2026 | Safello launches a crypto checkout pilot, an embeddable solution that enables companies to offer their end-customers the ability to buy and transfer crypto-assets directly within an existing customer flow. The service is provided under Safello's authorisation as a crypto-asset service provider under the EU's Regulation on Markets in Crypto-Assets (MiCA). Since MiCA entered into application, Safello has seen clear demand in the market for solutions that make crypto-assets available within third-party flows within a regulated framework.

The crypto checkout leverages Safello's existing platform. The end-customer becomes a Safello customer through Safello's standard KYC process, purchases crypto-assets and can then transfer them within a single flow. The solution offers straightforward integration via Safello's API, without the need for the integrator to build their own crypto-asset capability.

Safello is working together with an external party on an initial pilot use case and integration on its own platform bitcoin.se. The pilot covers the Swedish market initially, and is designed to generate data on volumes, conversion and customer behaviour ahead of a decision on further development and broadening of the offering.

"In 2018 Safello first launched a widget to serve as an acquisition channel for its own platform. This resulted in the fastest growth in the company's history. The crypto checkout is the next evolution of this product within the MiCA regulatory landscape. In a saturated retail market we believe this can lower our user acquisition cost significantly, says Frank Schuil, CEO of Safello."

The financial impact of the launch cannot be estimated at this stage. The offering is at pilot stage and builds on Safello's existing licensed infrastructure, and the initial cost impact is therefore assessed to be limited. Any revenue contribution will depend on the number of integrations and on the development of volumes and conversion rates.

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Certified Adviser
Amudova AB is Safello's certified adviser.

Safello is the leading cryptocurrency exchange in the Nordics with over 426,900 users and was founded in 2013. The company's mission is to make crypto accessible to everyone. Safello offers a secure and seamless solution for buying, selling, storing, depositing and withdrawing cryptocurrencies directly from the blockchain – all through smooth transactions with instant delivery. Safello AB operates in Sweden and is authorized as a crypto-asset service provider under MiCA. The parent company, Safello Group AB, has been listed on Nasdaq First North Growth Market since 2021. For more information, visit www.safello.com.