



NEWS RELEASE

# Tap to switch: Klarna expands into mobile phone plans with flexible, no-hassle service for 25m Americans

2025-06-18

New York, 18th June — Klarna, the global digital bank and flexible payments provider, is entering the mobile market with an unlimited phone plan, paired with Klarna's signature seamless experience directly in the Klarna app. Klarna's unlimited mobile plan launches first in the U.S. in the coming weeks (join the U.S. waitlist [here](#)), with the UK, Germany, and more to follow soon.

"Klarna has saved consumers time and money, and reduced financial worry for over 20 years. With mobile plans we're taking that one step further, as we continue to build our neobank offering. Consumers already know and love Klarna's super smooth services and now, with one tap in the Klarna app, they'll be up and running with their new phone plan — no hassle, no hidden fees, just great value." said Sebastian Siemiatkowski, CEO and co-founder of Klarna.

Klarna's research shows that half of Americans believe switching phone plans is too difficult. With over 25 million active U.S. users and a Net Promoter Score of 81, Klarna is uniquely positioned to shake up the telecom industry by offering plans with no hidden fees, flexible contracts, and a smooth set-up experience. Switching to Klarna's unlimited plan is effortless, users can transfer their existing number (or get a new one), and activate their phone plan in just a few taps within the Klarna app. No phone calls, paperwork, or store visits required.

With nationwide coverage, competitive pricing, no data throttling, and instant activation, Klarna will now offer consumers exactly what they expect from their carrier.

Klarna's mobile plans are powered by Gigs, the operating system for mobile services, and launches with one simple plan, including uncapped, unlimited 5G data, talk, and text for \$40/month, with coverage on the AT&T network.

“Klarna’s push into the mobile space marks the beginning of a new era for connectivity. Now, consumers can expect a seamlessly integrated mobile experience that bundles premium connectivity with financial tools, all through the apps they already know and love,” said Hermann Frank, CEO and co-founder of Gigs. “Klarna’s unlimited phone plan represents a radically better experience for US consumers, and we’re proud to power it with Gigs’ operating system for mobile services.”

The phone plan includes

- Unlimited 5G data that stays at 5G speeds
- Reliable nationwide coverage on AT&T
- Setup in minutes — no lengthy contracts, calls or store visits
- No fees for activation or cancellation
- Keep your number or get a new one with instant eSim activation
- Fully managed in the Klarna app

Premium and international plans will roll out later this year, as well as services in the UK and Germany, and other markets.