



## **Kivra is investing in the development of an identity wallet by acquiring Troid**

**Presrelease 10.3.2025**

**Kivra is the most used digital mail service in the Nordic countries, with over 6.5 million users in Sweden and Finland. By acquiring Troid, Kivra is taking the next step in the development of its identity wallet and strengthening its position as Sweden's largest and safest platform for important matters.**

The EU is driving the development of a digital identity wallet, which aims to give EU citizens better control over their personal data. By collecting digital identities and verifiable information securely in a digital wallet, the EU aims to facilitate cross-border interaction. The identity wallet can be used to store and share various digital documents such as driver's licenses, diplomas, and health information. In Sweden, Digg, or the Agency For Digital Government, which is equivalent to the Digital and Population Data Services Agency of Finland, has been tasked with developing the identity wallet and managing the rules and requirements that define how private identity wallets are approved and monitored.

Kivra sees a future where the development of digital mail services and the identity wallet go hand in hand. To prepare for this development, Kivra has made a business transaction to acquire Troid, which means that Troid's product and technology team will become part of Kivra.

*"We already see a growing need for people to be able to share their information on their own terms. Kivra and the identity wallet belong together, and with Troid's expertise, we can accelerate Kivra's development into a platform where information can be shared securely. This is an exciting step towards the digital everyday life of the future,"* says Kivra's CEO **Henrik Lönnevi**.

Already, users can, if they wish, share information with trusted parties through Kivra. This happens in such a way that companies have the opportunity to ask their customers to share information through Kivra – in which case the user chooses whether or not to share the requested information. This is a growing area and is fully in line with the EU's development of identity wallets.

*"In Finland, we are moving into the era of digital mail with legislation coming into effect next year, where paper letters sent by authorities to people will in the future be replaced by digital messages. This merger of Kivra and Truid and the investment in a digital wallet is an example of how important we see our role in the transmission of important information in society. We at Kivra want to be involved in building the best digital mail service for citizens and society's needs in Finland as well, and that includes investing in future digital development needs. The development of the identity wallet is an EU-wide project and also topical in Finland in the coming years,"* continues Kivra Finland's CEO **Ilari Abdeen**.

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#### **Kivra**

Kivra is the most used digital mail service in the Nordic countries. The company builds sustainable and responsible digital mail together with private and public sector actors. Kivra's digital mail service can be used to receive mail electronically from a wide range of industries, both private and public. The service is used by over 6.5 million consumers to receive important mail digitally. Kivra offers digital mail service in Finland and in Sweden.

[www.kivra.fi](http://www.kivra.fi)

#### **More about the digital identity wallet**

The EU's identity wallet is a digital solution aimed at giving EU citizens better control over their personal data. The initiative is based on the revision of the eIDAS regulation, which aims to create a harmonized framework for digital identity in the EU. Read more on the DVV website: <https://dvv.fi/eurooppalainen-digitaalinen-identiteettilompakko> and the EU Commission's website on digital identity and identity wallets: [EU Digital Identity Wallet](#)