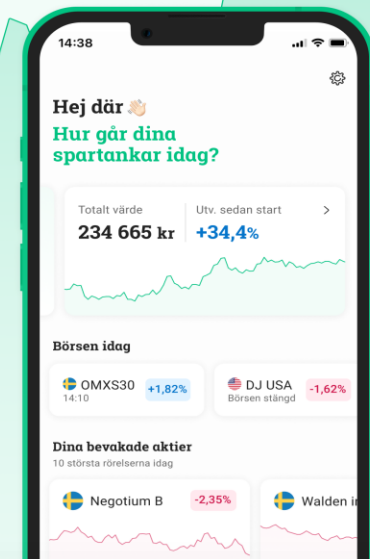


Carnegie, 9 June 2023

Avanza

Company presentation



Sweden's **leading** platform for savings and investments

6.7% market share of the
Swedish savings market

Savings capital of SEK **722** bn

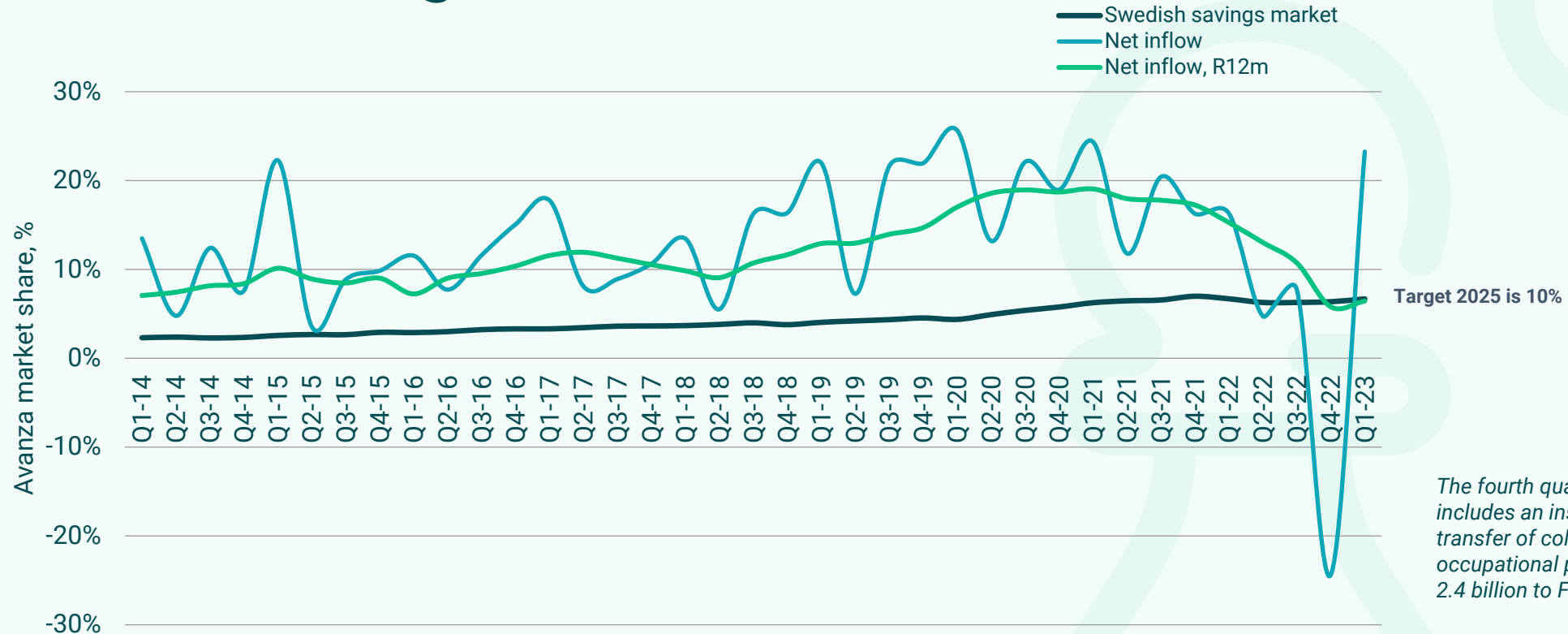


SEK **28** bn net
inflows in 2023



1,831,900
customers
of which **55,200** in 2023

Market share of 23% of net savings on the Swedish savings market in Q1 2023



The net inflow to Avanza is seasonally higher in Q3 and lower in Q2 and Q4. In Q2 this is due to dividends, tax refunds, higher pension premiums and partly annual payments to contractual pensions, which are not included in Avanza's customer offering.

Highlights from 2023 so far



Our hackaton with over 30 new product ideas



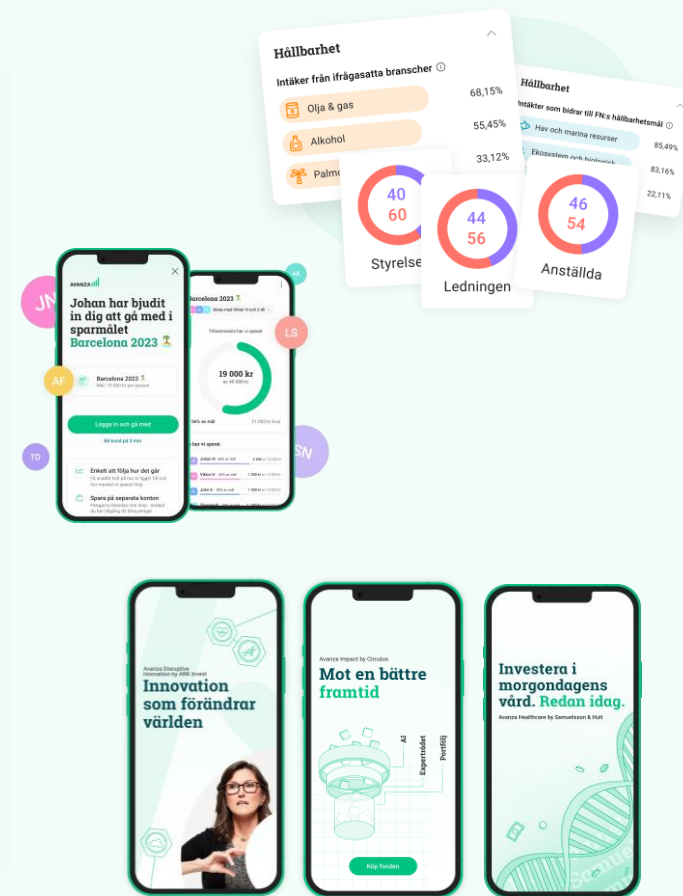
Hosted our third "Invest like a girl" Webinar with over 1,500 live participants



Culture focus with events and happenings for our employees

Examples of launches

- Three new actively managed funds launched, of which two are Article-9 funds
- Made improvements to the sustainability information for funds and added sustainability information to stock pages
- Our own savings account available for all customers, today with a rate of 3%
- Added over a thousand stock analyses to mainly US stocks in collaboration with Morningstar
- Introduced the possibility to access conference calls, interim reports and earnings presentations on the stock pages through collaboration with Quart
- Possibility to create shared Savings Targets together with friends and family



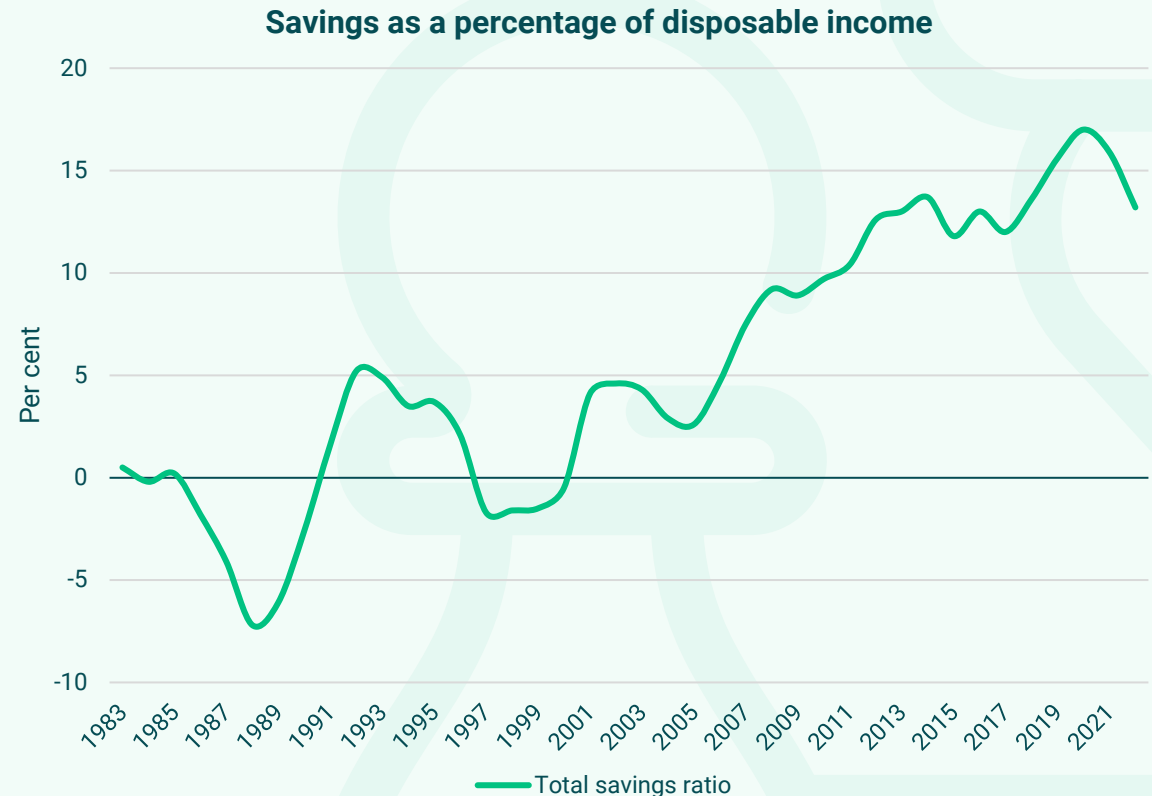
Avanza's strong brand – an important asset

- Sweden's most satisfied customers in the SQL savings category for thirteen consecutive years
- Ranked 8th in Kantar Public's yearly survey of Sweden's highest considered companies
- The interaction with our customers that occurs on a daily basis is a vital part of the development of Avanza
- Active on social media, our savings economists with over 80,000 follower on Twitter
- "Word by mouth" very important for our customer acquisition



Challenging times for Swedish households

- High inflation, increasing costs of living and rates going up
- Historically the savings ratio has gone down in tougher times, but still
 - >70% save more or as much as before*
 - Recurring rolling 12M monthly savings at Avanza SEK 1.5 billion and premium inflows at SEK 345 million
- Slower Swedish mortgage market
 - We see increased amortisations



* Schibsted's panel survey via Norstat, April 2023

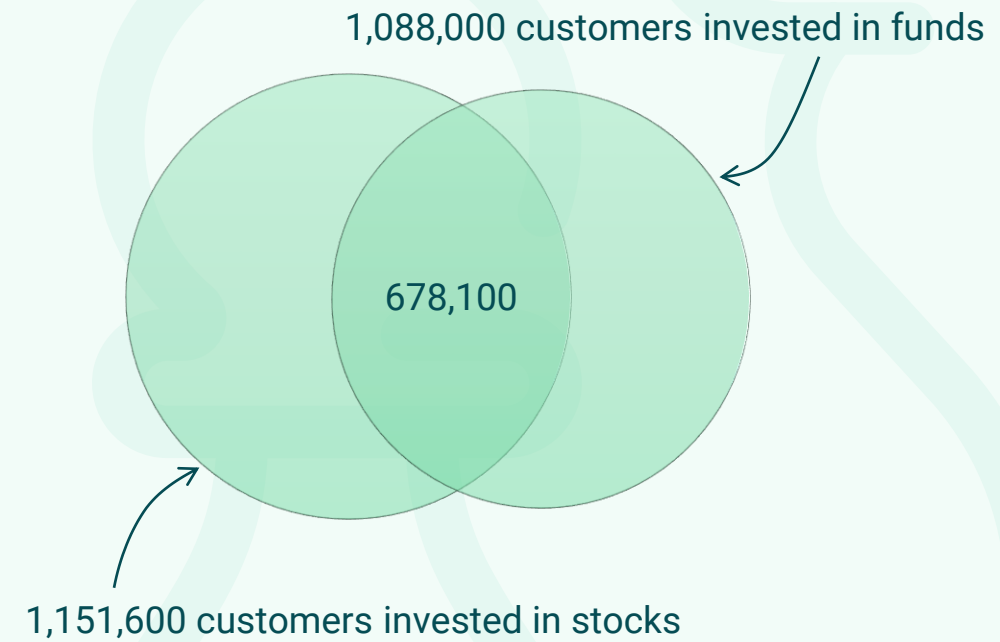
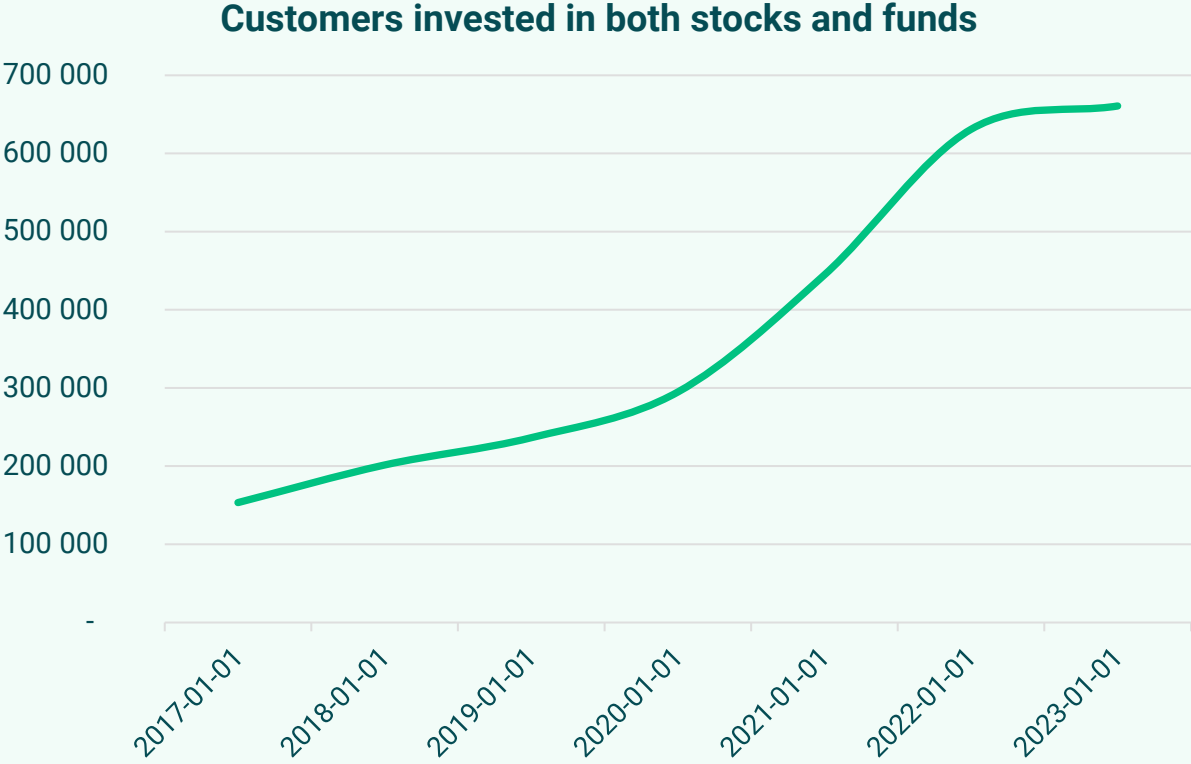
Strong growth potential in Sweden

- A unique savings culture in Sweden built over many years
 - Over 25% of the population are invested in stocks
 - Half of the adult population are invested in mutual funds (80% including pension)
- The need for savings is becoming increasingly apparent
- Potential in both existing and new customers

Average savings capital grow by number of years as a customer at Avanza



Close to 700,000 customers are invested in both stocks and funds



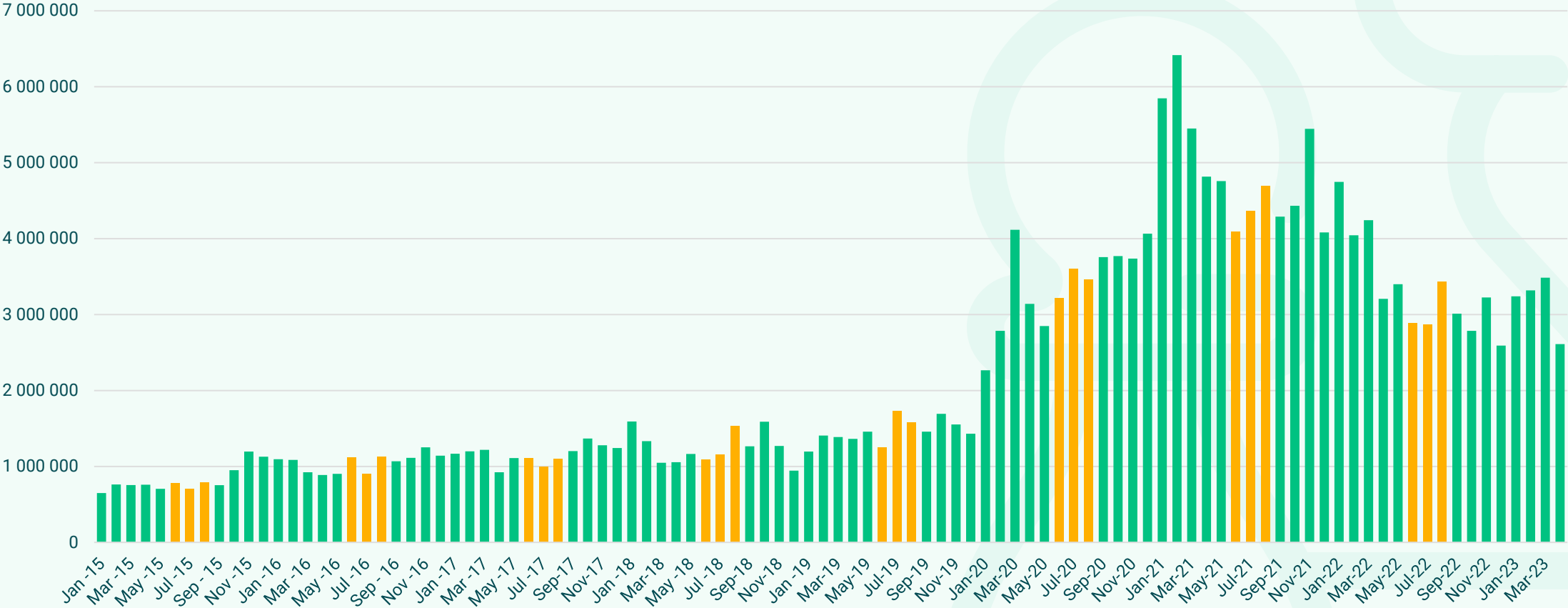
Our customers are risk aware and good at diversification

- Over time, we've seen that:
 - The number of holdings per customer increase over time
 - Customers' largest holding is decreasing as share of portfolio over time
- A current example
 - The average customer holding SBB had 17 different stocks in their portfolio and the average customer holding Embracer had 19,8 stocks in their portfolio.
 - Only 1,5% of customers had SBB as their sole holding and only 2,1% had Embracer as their sole holding



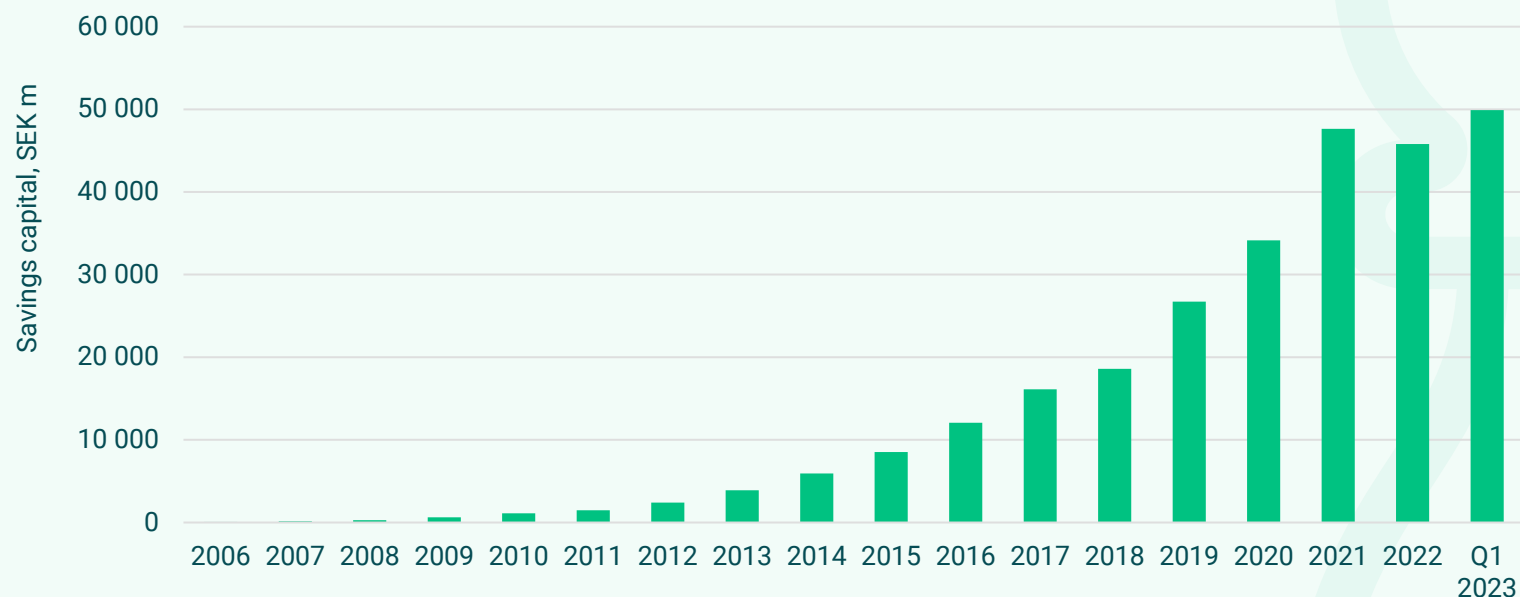
Trading activity correlated with market sentiment

Number of brokerage generating notes

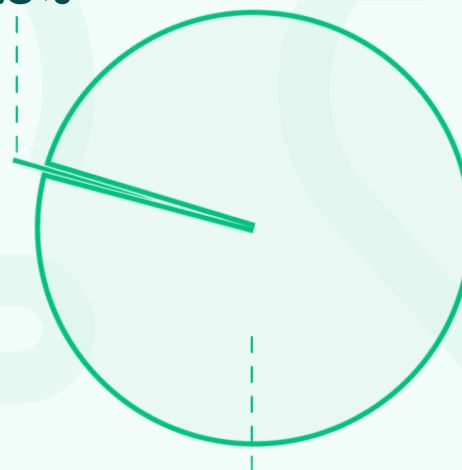


One of the fastest growing pension companies in Sweden

- Competitiveness with no annual insurance fees and broad investment opportunities
- The strong offer an advantage when the transfer right is improved to the benefit of the consumer



5.8%

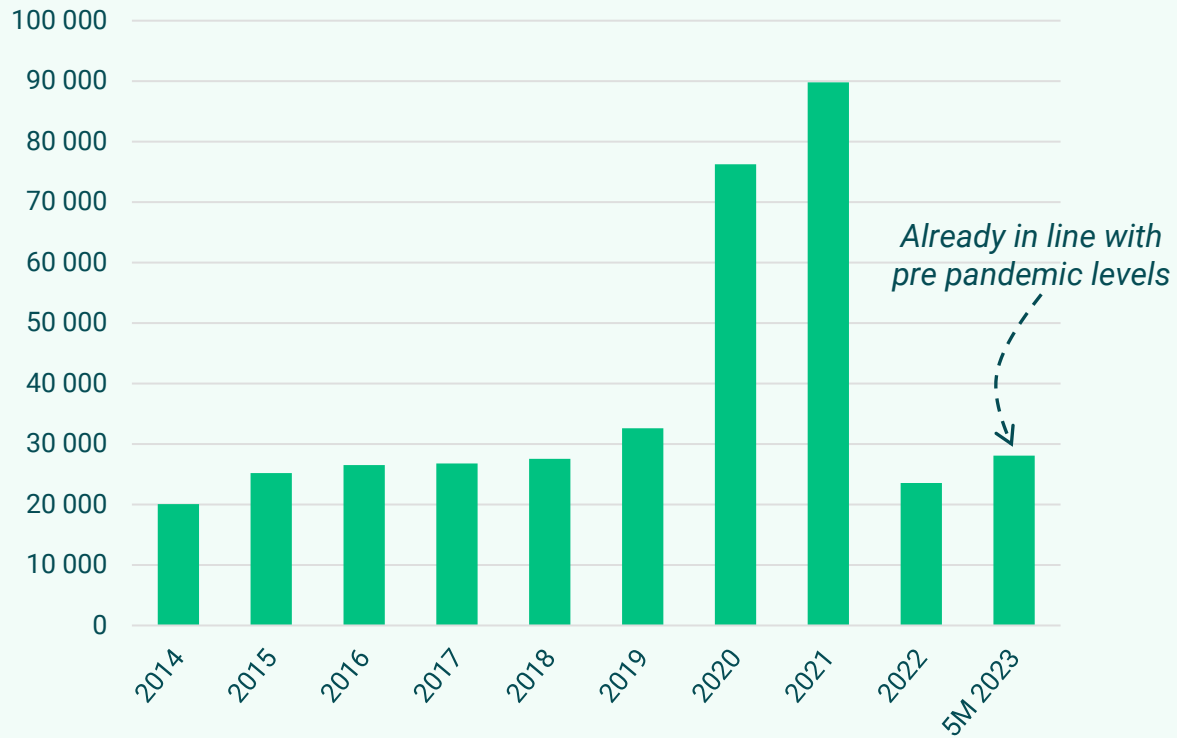


Swedish occupational pension market
SEK 815 billion¹⁾

¹⁾ The occupational pension market can be divided into traditional life and unit-linked insurance. Unit linked amounts for around 40 per cent, of which Avanza is active in the portion outside collectively agreed occupational pensions, which at the end of 2021 was valued at nearly SEK 815 billion. The previous year's reported market share has been adjusted due to the fact that significant insurance portfolios are no longer included in statistics from Swedish Insurance.

Customer satisfaction and employee engagement create shareholder value over time

Net inflow



Savings capital, MSEK

