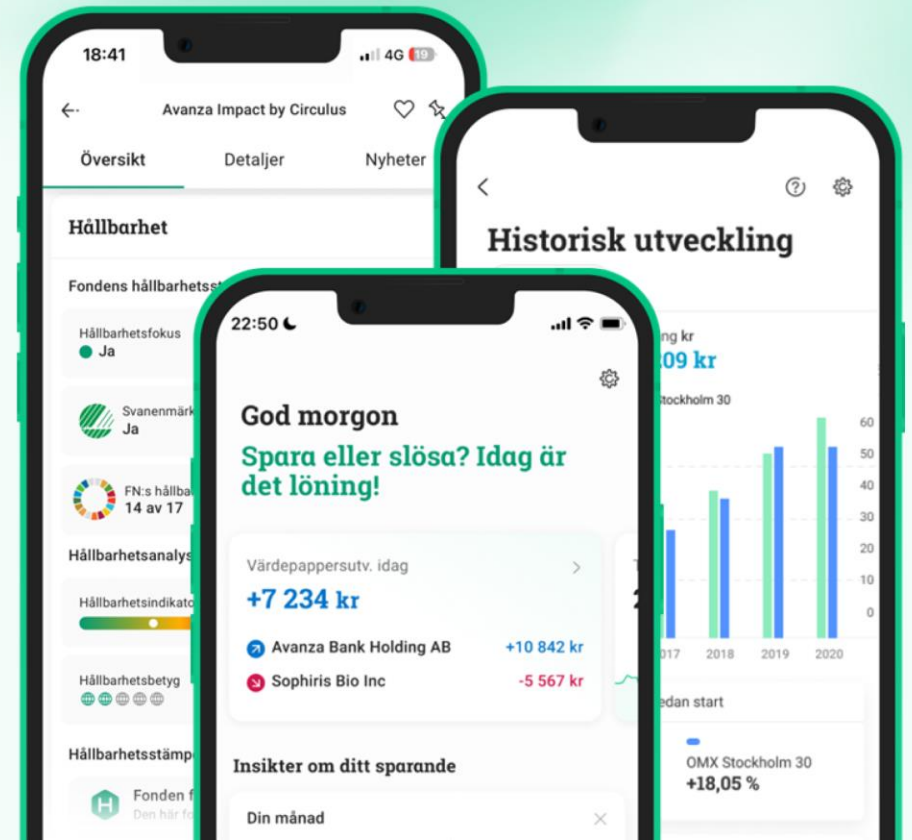


30 May 2024

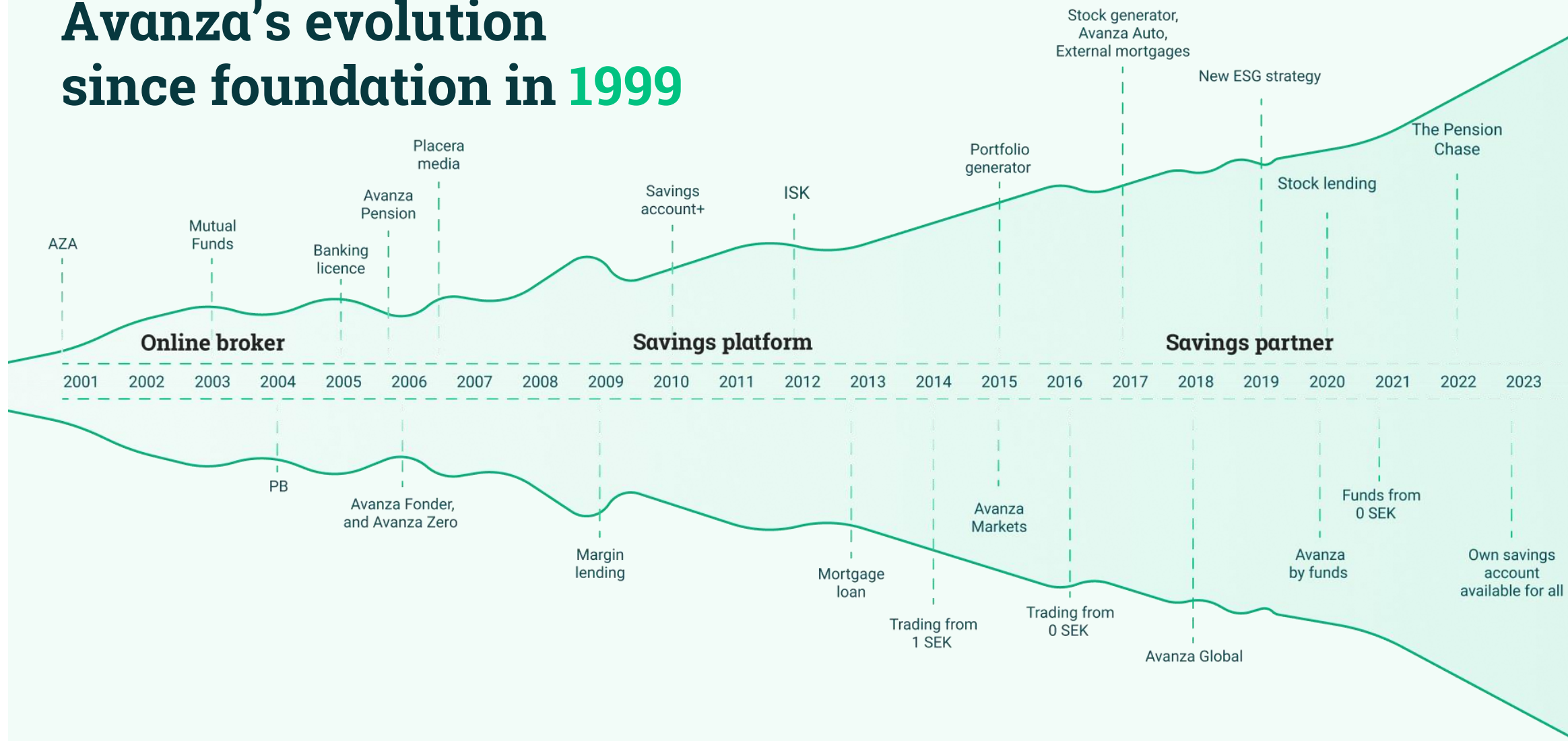


Avanza

Carnegie Savings Platform Seminar



Avanza's evolution since foundation in 1999



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

7.5% market share of the
Swedish savings market

As of 31 March 2024

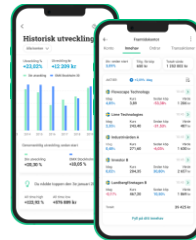
 Savings capital
of SEK **863 bn**

As of 30 April 2024



1,964,300
customers

As of 30 April 2024



Our **superior**
user experience
– a key success
factor



Sweden's **most**
satisfied savings
customers for 14
consecutive years

SQL, December 2023

Avanza's strong brand – an important asset

"Which companies do you know offer solutions for saving in securities?"

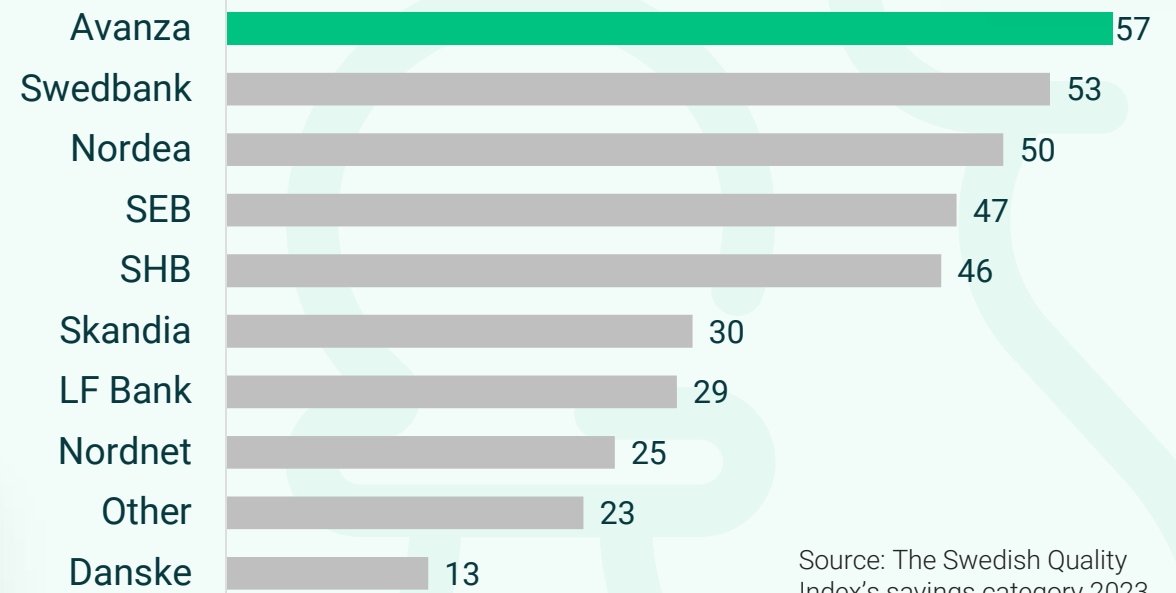
- Sweden's most satisfied savings customers for 14 consecutive years
- Top of the industry when it comes to brand awareness among non-customers
- 17.5% of the Swedish population are customers
- Word-of-mouth customer acquisition very important



Once again ranked 8th in Verian's* yearly survey of Sweden's most reputable companies – and as number one in the financial industry

*Previously Kantar SIFO

Brand awareness among non-customers, %



Source: The Swedish Quality Index's savings category 2023



Loyal and engaged customer base – utilised when innovating

High presence on social media through both main accounts and savings profiles keeps us close to our customers.

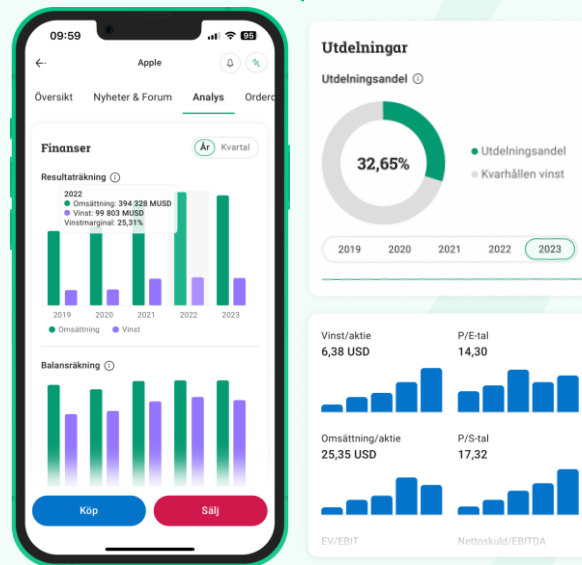
We work actively with tonality – speaking to Avanza should be like speaking to a friend.

Our expression is:

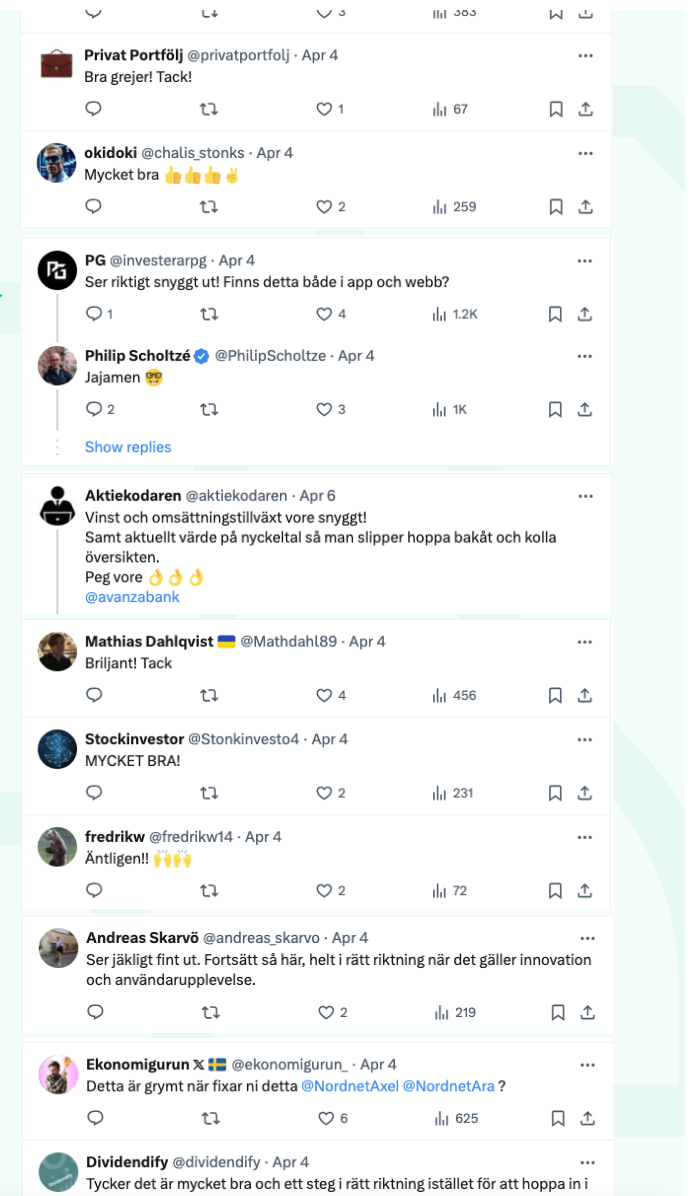
- Simple and smart
- Up-to-date and playful
- Human and inclusive

The daily interactions with customers are a vital part of the development of Avanza.

Low churn of 0.6% as of Q1-24
~410,000 daily active users in Q1-24



The launch of one of our latest features, the analysis tab, was highly appreciated and led to much engagement on social media



We innovate together with our customers

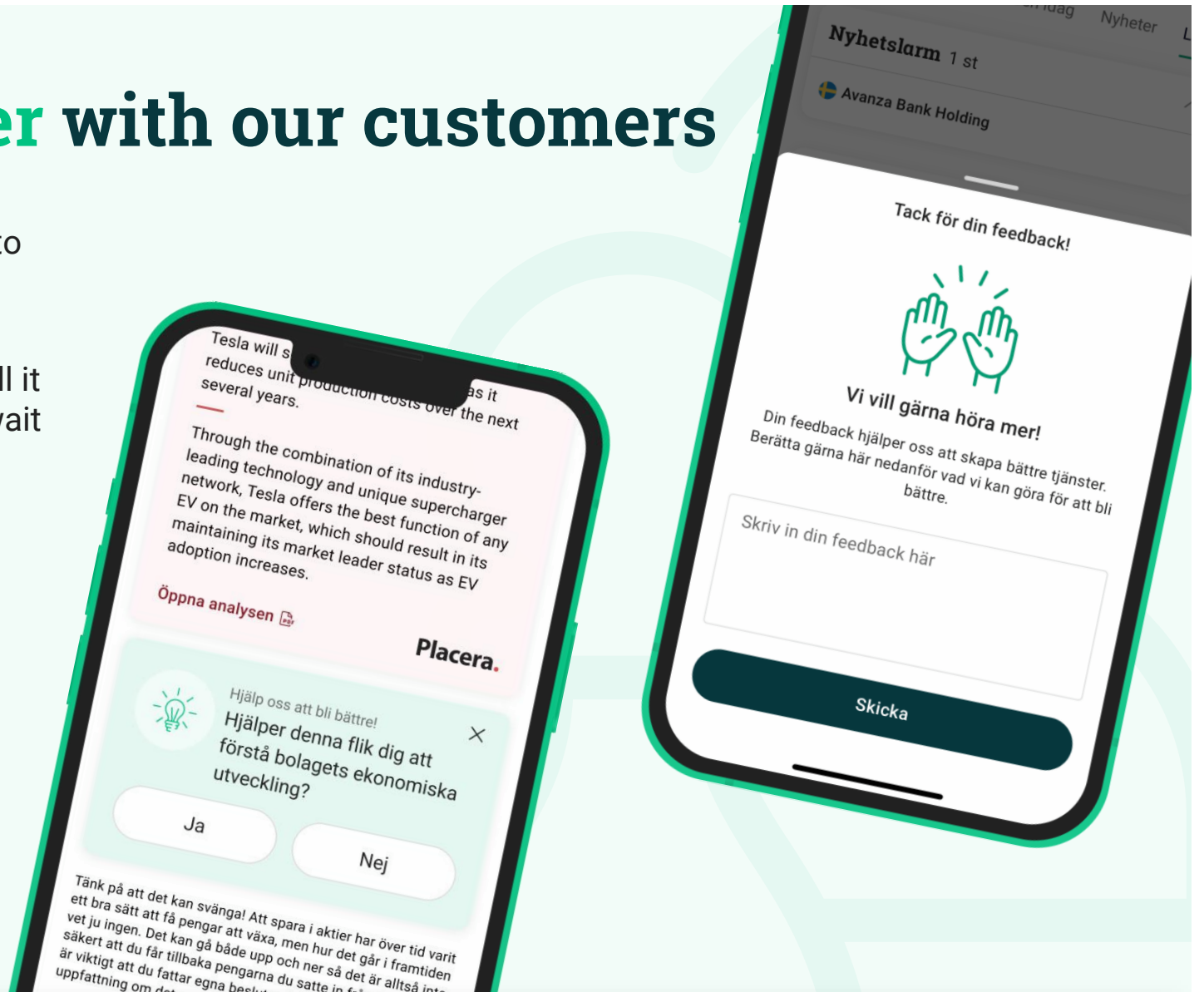
Customers can sign up for beta functionality to become test users of early releases of new features and provide feedback.

When we release a new feature, we initially roll it out only to a limited number of customers, await their feedback and make improvements accordingly, before releasing it broadly.

Our “feedback buddy” system also keeps our product teams close to the customers.

We work systematically with A/B testing, sharing insights between all product teams.

We also meet with hundreds of customers for interviews and user tests each year – and conduct surveys to understand our customers’ needs.



World-class user experience

It is in our DNA to constantly make improvements for the benefit of our customers.

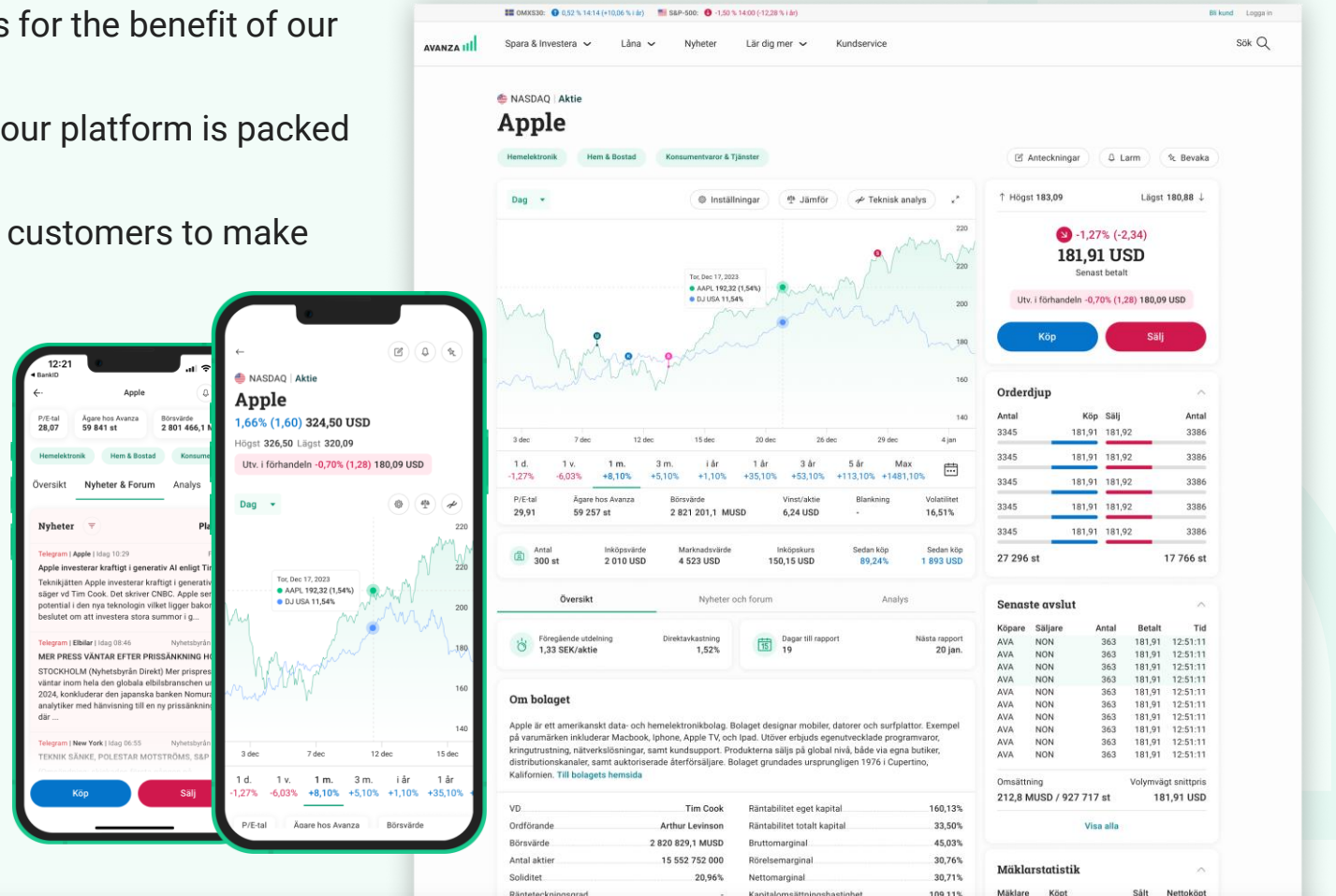
Our customer experience is extremely quick, and our platform is packed with real-time data.

The key is to create an experience empowers our customers to make informed investment decisions.

We collect customer data systematically – no one else in the industry that has as much data and knowledge about retail savings and investments as Avanza.

We have a well-developed design system that allows us to maintain consistency in our product and roll out design changes within minutes.

During the past year, we have taken some major steps to make our services accessible for customers with disabilities.

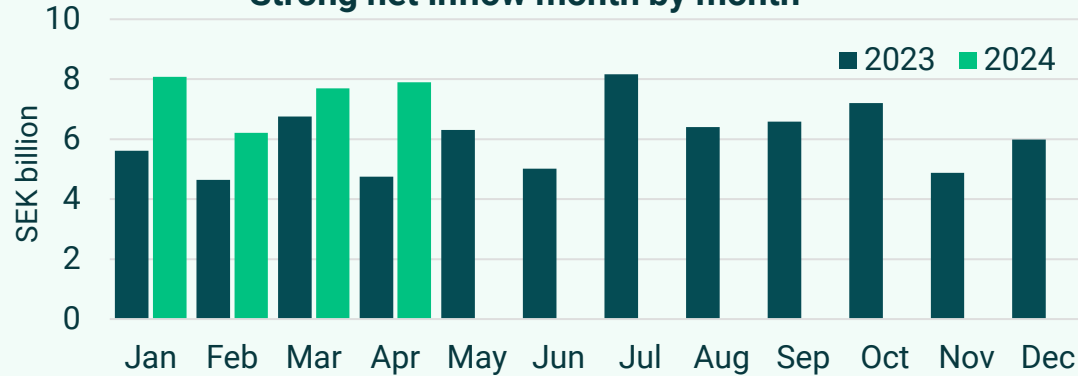


A unique savings culture in Sweden – and good growth potential with a market share of only 7.5%

- Strong savings tradition in Sweden that has been built over many years
- Nowhere else in the world are mutual funds such a popular form of savings – and about a fourth of the Swedish population is invested in equities
- The need for savings is becoming increasingly apparent as social safety nets fray, this has been further underscored by the weakened Swedish economy the past years where many households have struggled
- Good growth potential in both existing and new customers

Reporting strong growth figures

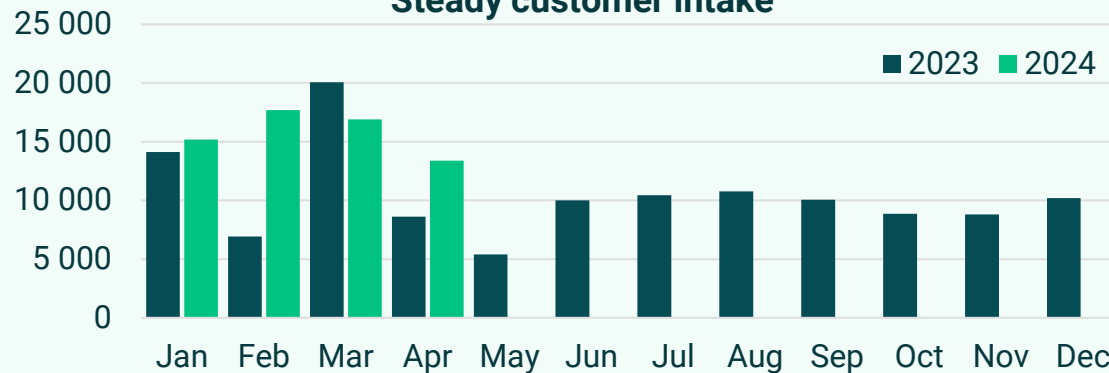
Strong net inflow month by month



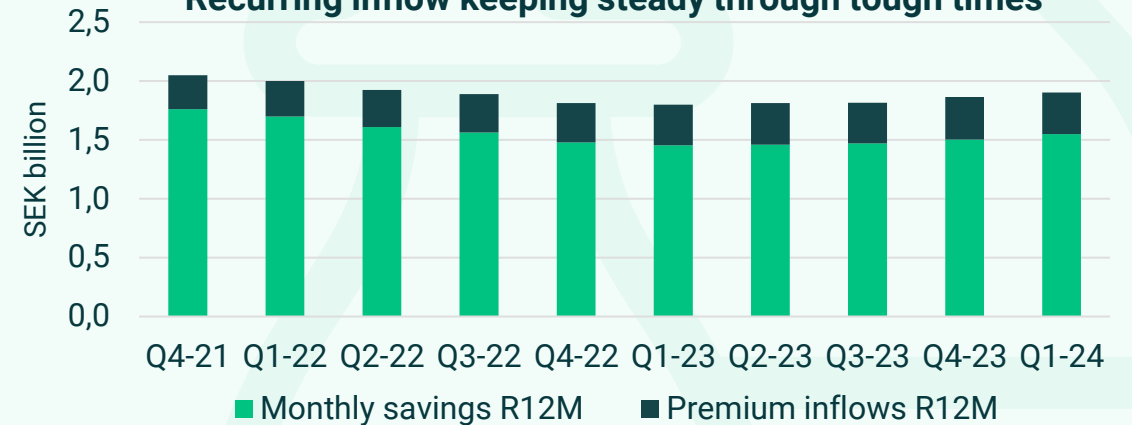
Net inflow well on track for another strong year



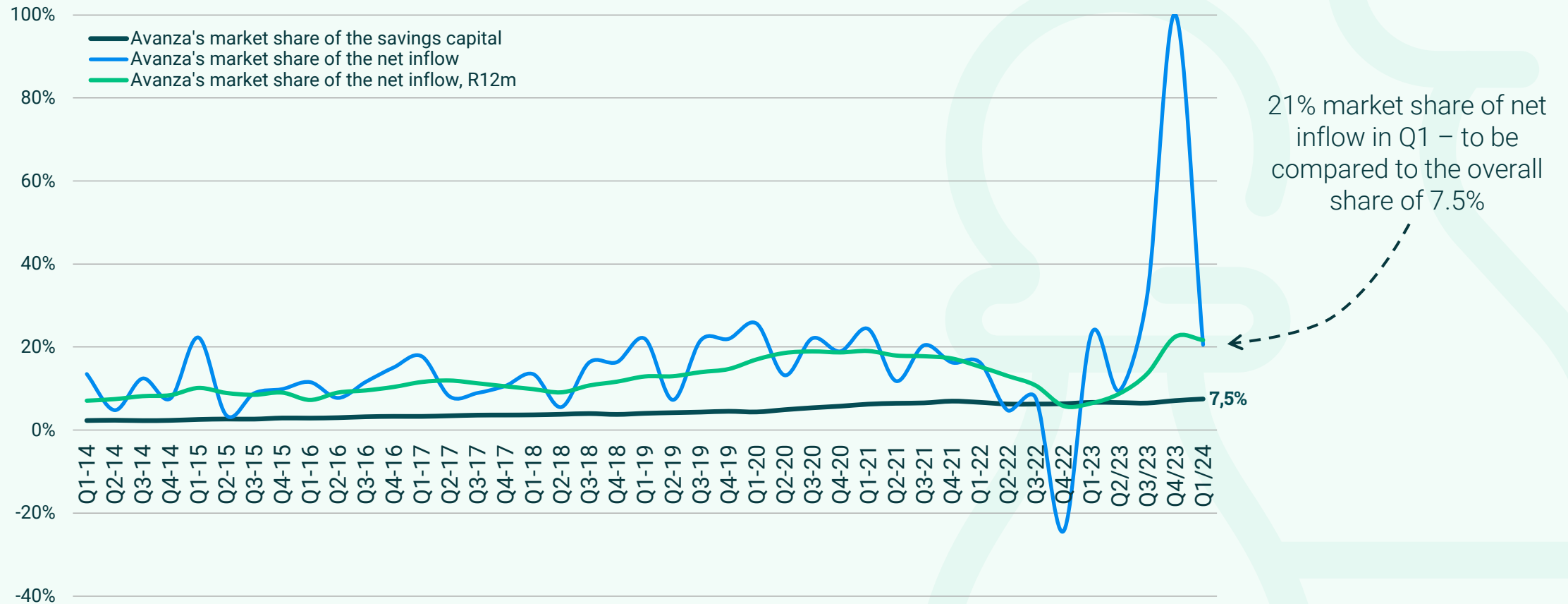
Steady customer intake



Recurring inflow keeping steady through tough times

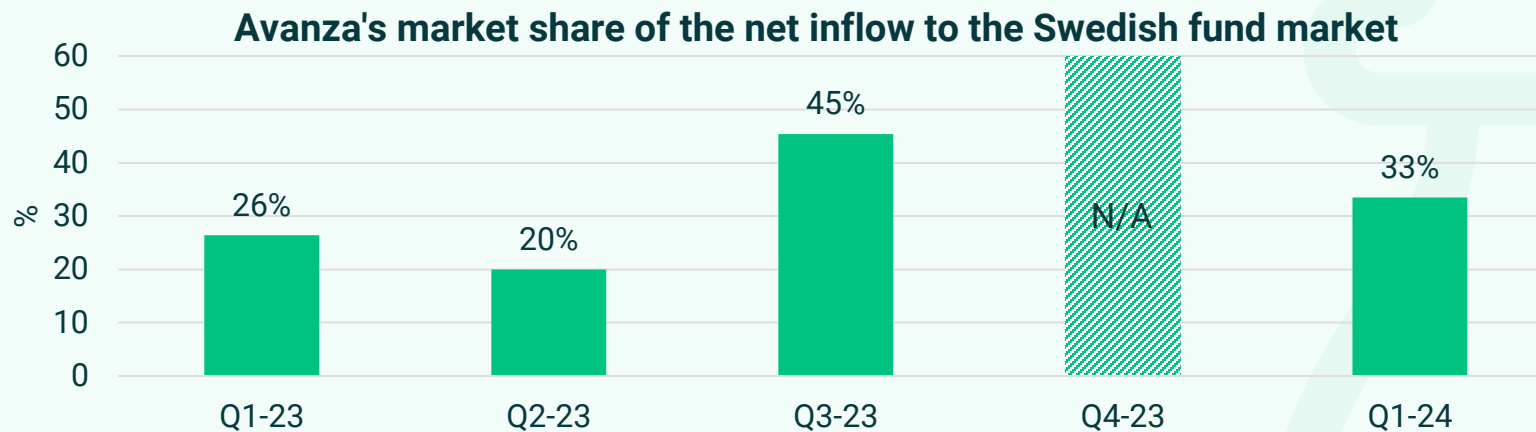
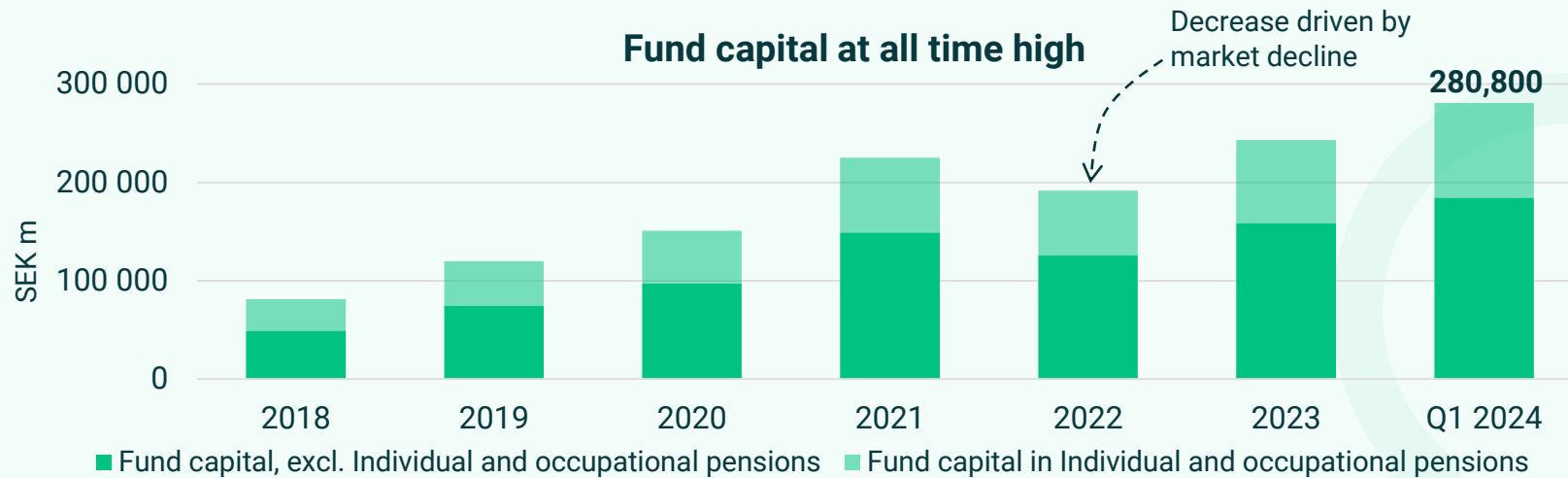


Net inflow to Avanza corresponded to **21% of the total net inflow** to the Swedish savings market in Q1-24

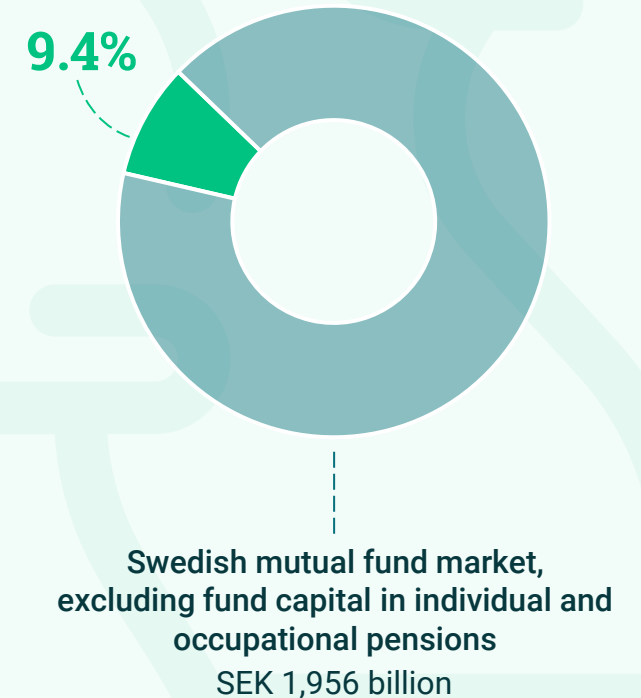


The net inflow to Avanza is seasonally higher in Q3 and lower in Q2 and Q4. In Q2 this is due to dividends, tax refunds, higher pension premiums and partly annual payments to contractual pensions, which are not included in Avanza's customer offering.

Good growth potential in the mutual fund business



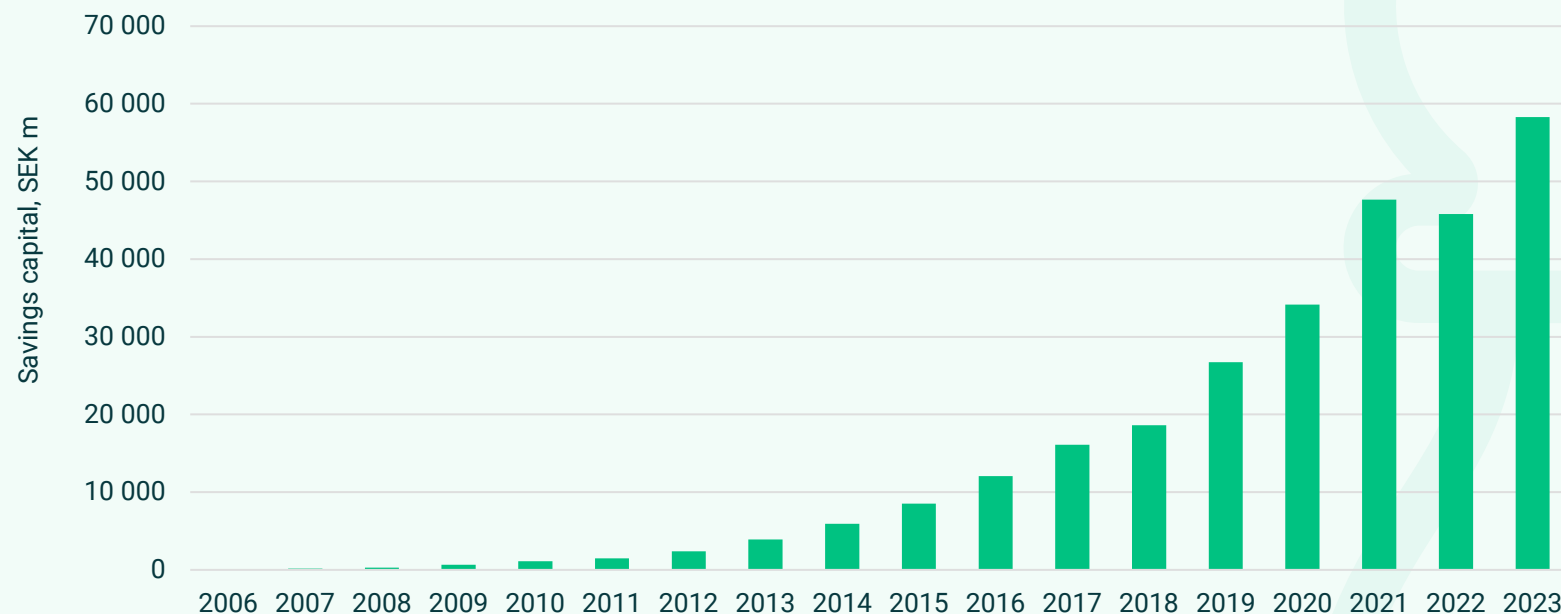
Avanza's share of the mutual fund market as of Q1-24



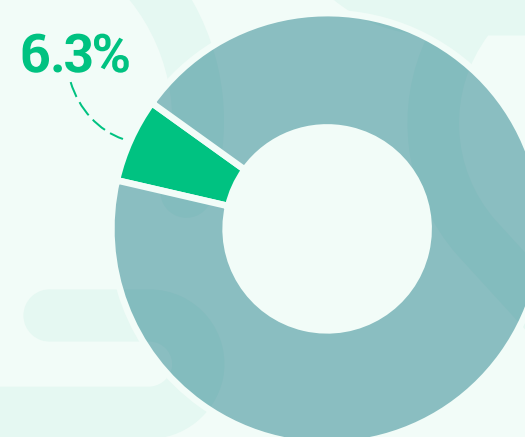
Total net outflows in the Swedish fund market while Avanza had a net inflow of SEK 5 bn

One of the fastest growing pension companies in Sweden

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



Market share of the occupational pension market addressable to Avanza








Swedish occupational pension market
SEK 728 billion¹⁾

¹⁾ The occupational pension market can be divided into traditional life and unit-linked insurance. Traditional life stands for 60 per cent and unit-linked for around 40 per cent. Avanza is active within unit-linked insurance outside of collectively agreed occupational pensions, which at the end of 2022 was valued at SEK 728 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.

Highlights from 2024 so far

- Option to place orders through Nasdaq's Nordic@Mid Darkpool
- Analysis tab on the stock pages
- New adapted version of the mutual fund pages specifically for customers who have not yet made an investment
- Reduced manual processes in onboarding of corporate customers
- Automated forced sales for overleveraged customers
- Hosted a live webinar for occupational pension customers with more than 500 participants
- Our yearly hackathon "Brainy Days" took place – where 30 new product ideas were presented
- Coming up...
 - FX on endowment insurance
 - Possibility to keep equities on an occupational pension account in disbursement

Prioritised areas

-  Improvements for our most active customers
-  Activating new customers
-  Improved pension offering
-  Internal efficiency
-  Ensuring a stable platform



Well positioned for the future – and as always, **customer satisfaction and employee engagement** is key

- Sweden has a unique culture of investing in mutual funds and equities
- Strong position and strong brand in Sweden
- Growth figures keeping steady at a high level
- Focus on internal efficiency to facilitate continued innovation
- Making progress within our prioritised areas for 2024

Opening up for questions

