

## Avanza has Sweden's most satisfied savers – for 15 consecutive years

**For the fifteenth consecutive year, Avanza has Sweden's most satisfied savings customers according to the Swedish Quality Index (SQI). Avanza is the only company to have ever won the award.**

"It feels fantastic that our customers place their confidence in us, and we are truly honoured. Today, we are extra proud. Customer satisfaction is by far our highest priority and we work diligently to keep our customers' best interests top of mind every day – whether they are new to investing or closely follow the stock market, are pension customers or Private Banking clients. Regardless of financial circumstances, we think everyone deserves a smart and simple savings solution" says Gustaf Unger, CEO of Avanza.

In the survey, SQI evaluates and analyses the customer satisfaction of various banks. The measurements include image, expectations, product quality, service quality, value for the money and loyalty.

Avanza increased its lead in the industry and ranks number one in every area, standing out in image, value for the money and service quality. Avanza's NPS, that measures loyalty and willingness to recommend, increased to 49 (33).

"It has been an intensive year with many new launches. We started the year with two newly launched fixed income funds, we have introduced technical analysis in collaboration with TradingView, a fund marketplace with six different private market funds, and we have made major improvements to the analysis tab with report data and historical performance indicators. We have also welcomed over 137,000 new customers. I would like to take this opportunity to thank all our customers for the confidence they have placed in us. We look forward to continuing to deliver tools that make your savings, your investments and your future even better," concludes Gustaf Unger.

### **Customer satisfaction 2024 – Savings**

Change vs 2023 in parentheses.

1. Avanza: 76.3 (+1.6)
2. Nordnet: 73.5 (+0.4)
3. Länsförsäkringar Bank: 72.3 (-0.1)
4. Other: 71.5 (+5.7)
5. Skandia: 70.3 (-2.9)
6. Handelsbanken: 70.1 (-0.8)
7. Industry: 68.4 (+1.4)
8. Swedbank: 65.2 (+7.2)
9. Nordea: 63.7 (-1.1)
10. SEB: 62.9 (+1.0)

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*Avanza is a digital platform for savings and investments, founded in 1999. The Parent Company, Avanza Bank Holding AB (publ), is listed on the Stockholm Stock Exchange. Avanza's customer promise is that you as a customer will have more left in your own pockets than with any other bank or pension company. Services include saving in shares, funds, savings accounts, mortgages, and a strong pension offering. Avanza has over 2 million customers with over SEK 900 billion in total savings capital. This is equivalent to 7.5 per cent of the Swedish savings market. Avanza is largest in terms of number of transactions among Swedish banks on the Stockholm Stock Exchange. During the last 15 years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: [avanza.se/ir](http://avanza.se/ir)*



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**Image Attachments**

[Gustaf Unger, CEO of Avanza](#)