

Avanza has Sweden's most satisfied savers – for the 14th year in a row

For the fourteenth consecutive year, Avanza wins the award for Sweden's most satisfied savings customers according to the Swedish Quality Index (SQI). This means that Avanza continues to be the only bank that has ever won the award since its introduction in 2010.

"Gaining the trust from our customers for 14 years out of 14 possible is an amazing feeling! Customer satisfaction is our single most important target, and it's not something that we take for granted. Every day, we work with our customers best interest in mind – and we promise to keep on doing so going forward", says Gunnar Olsson, acting CEO of Avanza.

In the survey, SQI measures and analyses customer satisfaction and loyalty to Sweden's banks. The measurements cover image, expectations, product quality, service quality, value for the money and loyalty.

Compared to the banking industry, Avanza is extra well perceived within proactivity, a competitive offering and simplicity – and maintains its leading position in overall customer satisfaction for investments in securities.

"It's been a turbulent year macroeconomically, with increasing interest rates, increasing tax for savings within the ISK account, and higher costs in general for the households. It's understandable that many might feel worried and don't have the possibility to save as much as before. Despite of this, we've welcomed more than 105,000 new customers to Avanza this year and will continue to work for them to be satisfied customers. Our aim is to constantly keep improving our customer experience", concludes Gunnar Olsson.

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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 1.8 million customers with nearly SEK 700 billion in total savings capital. This is equivalent to nearly 7 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 fourteen years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: avanza.se/ir

Image Attachments

[Gunnar Olsson, tf VD Avanza](#)