

## Avanza makes it possible for customers to create their own sustainability label

**Avanza has recently improved the sustainability data for funds on its website. Now it is also introducing “My sustainability label”. This means that customers can choose within four sustainability categories and create their own label, which can be used to filter funds to match their personal choices.**

Interest in saving sustainably is growing, but many people still find it hard to figure out which investments really are sustainable. Personal opinions are important as well. For some people, sustainability is a question of how we care for the environment, while for others it can mean not wanting to invest in certain industries.

Avanza’s solution is “My sustainability label,” where customers decide what is sustainable based on four areas: Environment & climate, Controversial industries, Social responsibility and Corporate governance. The customer chooses for example how much they want the funds with “My sustainability label” to be exposed to fossil fuels, which industries they don’t want to invest in and how important they feel it is that the companies in their funds work with human rights and working conditions for employees.

As soon as they have answered in at least one area, the customer’s personal sustainability label is active and will be visible as a small symbol on all the funds that match their personal choices, both in the list of funds and on each fund page. They are also shown why the funds they hold didn’t receive the label and failed to qualify. Naturally, they can modify and update their sustainability label at any time.

“We want to make it easier for our customers to save sustainably. With the help of a personal sustainability label, customers can analyse the funds they already have and see why some haven’t received the label, and they can find new funds that better match their view of sustainability,” says Rikard Josefson, CEO of Avanza.

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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 a better return on savings than with any other bank or pension provider in Sweden. Services include saving in shares, funds, savings accounts, mortgages and a strong pension offer. Avanza has more than 1 million customers with over SEK 350 billion in total savings capital. This is equivalent to 4.5 per cent of the Swedish savings market. Avanza is leader in terms of number of transactions among Swedish banks on the Stockholm Stock Exchange. For the last ten years, Avanza has won SKI’s (Swedish Quality Index) award for “Year’s Most Satisfied Savings Customers”. For more information, visit: <https://www.avanza.se/ir>

### Image Attachments

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