

Avanza receives the award Sweden's most satisfied savers - for the eleventh year in a row!

For the unprecedented eleventh year in a row Avanza wins the Swedish Quality Index (SKI) award for Sweden's most satisfied customers in the category savings.

"Satisfied customers are the driving force in everything we do. And in a year as special as this year, it has felt extra important to be there for our customers. Therefore, we stand tall today and feel an enormous pride and joy that for the incredible eleventh year in a row we have managed to live up to our customers' high expectations. Many thanks to all the magical customers who like what we do and who continue to encourage us to become even better", says Rikard Josefson, CEO of Avanza.

In its survey, SKI measures and analyses customers' satisfaction and loyalty to the banks. As a reference, image, expectations, product quality, service quality and value for money are measured. Avanza increased compared to last year's survey and strengthens its leading position in customer satisfaction.

"Our customers' high expectations require that we constantly review and develop our offering. Despite the pandemic and the fact that the majority of all employees work remotely, during the year: we launched no less than three funds, Avanza Europa, Avanza World Tech by TIN and Avanza Småbolag by Skoglund; developed the Sustainability Stamp, which made it even easier for our customers to invest sustainably; and has given customers better insights into their savings through improved tools for analysis", concludes Rikard Josefson.

The survey includes an NPS measurement (Net Promoter Score), which shows the customers' degree of recommendation. This too gives Avanza a clear first place with a score of 67. This is with a considerable margin to other institutes and the industry average of 10.

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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 your savings than with any other bank or pension provider in Sweden. Services include saving in shares, funds, savings accounts, mortgages and a strong pension offering. Avanza has more than 1 million customers with over SEK 500 billion in total savings capital. This is equivalent to 5.4 per cent of the Swedish savings market. Avanza is largest in terms of number of transactions among Swedish banks on the Stockholm Stock Exchange including First North. During the last ten years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: investors.avanza.se

Image Attachments

[Rikard Josefson](#)