

Avanza is named Bank of the Year for the third year in a row!

Every year, the magazine Privata Affärer surveys Swedish banks and nominates the Bank of the Year. Avanza receives the award for the third year in a row. No other bank has succeeded with this feat in the last 20 years. The motivation highlights Avanza's innovative services as well as work with education and sustainability.

“Just a couple of weeks ago, we received the award Sweden's most satisfied savings customers for the eleventh (!) year in a row *. That we are now also named Bank of the Year for the third year in a row is a truly fantastic feeling. For us, it is a clear signal that, despite the prevailing circumstances, with the pandemic and working from home, we have managed to meet the high expectations of our customers and the market”, says Rikard Josefson, CEO of Avanza.

The decision regarding the Bank of the Year award is made by a jury, where, among other things, product development and new customer solutions are considered, and at the same time a vote is taken among the readers of Privata Affärer.

Avanza has launched no less than three new funds during the year, while improved analysis tools have given customers better insights into their savings. Educational materials in the form of free podcasts and blog posts are published regularly. In addition, the opportunity for customers to compare offers by, for example, viewing their external accounts on their account overview and, via the mortgage comparison, comparing their mortgage interest rate with Avanza's offer.

In the area of sustainability, improved filtering and more sustainability data for funds have made it easier for customers to choose sustainable investments. Moreover, the new tool Sustainability Stamp lets customers decide for themselves what they think is important when investing sustainably.

Through conversations with politicians, statements in the media and informative blog posts, Avanza has continued to run #pensionsupproret for an improved right to move private pension savings. A new bill on the issue now looks set to enter into force in April next year.

“By continuing to arouse interest and commitment to saving, highlight sustainable alternatives and focus on developing products and services that are genuinely good for customers, we want more people to discover both the benefit and the enjoyment of saving. This is also how we fulfil our vision of a better future for millions of people”, says Rikard Josefson, CEO of Avanza.

** According to the annual survey conducted by the Swedish Quality Index (SKI).*

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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 eleven 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](#)