

Avanza's corporate clients gain access to independent pension advice through new collaboration

Avanza is now initiating a collaboration with Lifeplan – a prominent player in digital pension advice. The collaboration is part of Avanza's expanded focus on pensions and means that pension clients at Avanza will be offered a comprehensive, personal, and independent pension advisory service.

Through this collaboration, Avanza's pension offering is broadened, making it even easier for occupational pension clients to optimise their pension savings. Lifeplan is the largest digital pension advisor in Europe and offers advanced digital tools, independent advice, and broad expertise in pension planning.

"We are very pleased to initiate this collaboration with Lifeplan. Together, we can create an even stronger offering that helps more people take control of their pension. Lifeplan's digital advice is an excellent complement to our existing offering and gives our customers an even better opportunity to make well-informed decisions about their future finances," says Åsa Mindus Söderlund, CEO of Avanza Pension.

Lifeplan's services will be offered as an add-on service for a fee to companies that have occupational pensions for their employees through Avanza. The service gives Avanza's occupational pension clients access to:

- Individually tailored pension advice based on advanced algorithms
- Tools to simulate and optimise pension savings
- Expertise in sustainable and long-term investments

"Lifeplan looks forward to working with Avanza to make pension advice more accessible and effective for more Swedes. Our joint ambition is to give customers the tools and knowledge they need to build a secure and sustainable pension," says Karl Erlandzon, CEO of Lifeplan.

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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 pocket than with any other bank or pension company. Services include savings in shares, funds and savings accounts as well as mortgages and a strong pension offering. Avanza has over 2 million customers with more than SEK 1,000 billion in total savings capital. This is equivalent to 7.9 per cent of the Swedish savings market. Avanza is the largest Swedish bank in terms of number of transactions on the Stockholm Stock Exchange. For the last 15 years, Avanza has won SKI's (Swedish Quality Index) award for "Year's Most Satisfied Savings Customers". For more information visit: avanza.se/ir

Since 2007, Lifeplan has offered independent and individually tailored investment advice with the goal of maximising the value growth of the entire pension capital. The advice is based on leading financial research and is specially adapted to the Swedish pension system. Lifeplan provides advice on pension capital exceeding SEK 120 billion, and the service is offered by just under 1,000 employers to half a million employees in the private and public sectors. As an independent player without commissions or kick-backs, Lifeplan can always ensure that the advice is given in the employee's best interest. For more information, visit: www.lifeplan.se

Image Attachments

[Åsa Mindus Söderlund, CEO of Avanza Pension](#)