

Avanza wins the award for Sweden's most satisfied savers – for the tenth year in a row!

For an incredible tenth year in a row Avanza has won the Swedish Quality Index's (SQI) award for Sweden's most satisfied customers in the savings category.

"Customer satisfaction is reflected throughout our organisation and serves as the basis of everything we do. I can hardly put into words how unbelievably proud and pleased we are to have successfully lived up to our customers' high expectations for the tenth year in a row. Thanks to all our fantastic customers who like what we do, provide input and continue to challenge us", says Rikard Josefson, CEO of Avanza.

In its survey, SQI measures and analyses customer satisfaction and loyalty to banks. As background it measures image, expectations, product quality, service quality and value for the money. Avanza climbed compared to last year's survey and strengthened its leading position in customer satisfaction.

"The high expectations from customers require us to constantly challenge ourselves and improve our offers, and we continuously dialog with our customers. During the year, we have among other things launched Sweden's most inexpensive* emerging market fund, Avanza Emerging Markets, and made it easier for customers to invest sustainably and invest in the international stock market through better data on foreign shares. We want Avanza to be the best tool for our customers to successfully manages their finances", concludes Rikard Josefson.

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**For more information on how Avanza conducted the fund survey, visit www.avanza.se*

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 950,000 customers with close to SEK 400 billion in total savings capital. This is equivalent to 4.3 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 nine years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: investors.avanza.se