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Avanza awarded Sweden's most satisfied savers for the seventh consecutive year

For the seventh consecutive year, Avanza wins the award Sweden's most satisfied customers within the savings category in the annual survey conducted by the Swedish Quality Index (SKI).

”Satisfied customers is our most important target and it’s fantastic to receive this award for the seventh year in a row. We have had a strong growth the last two years, with close to 100,000 new customers only this year. Satisfied customers is the foundation of our business model and we are driven by constantly creating customer value, says Johan Prom”, CEO Avanza.

SKI measures and analyses a large number of aspects concerning customer satisfaction and loyalty to banks. The study is performed using a statistical model, which enables analysis of the underlying causes of customers' opinions, as well as how loyal customers are to their companies. Avanza has a top position in all areas, even though the result was not as good as last year when it comes to expectations and satisfaction.

”Large parts of our development during the year have been focused on facilitating investment decisions through digital decision support tools. Our ambition is to constantly make it less expensive, better and easier, for our customers to get more out of their investments and savings. We see this award as an acknowledgement that we are on the right track towards our vision to create a better future for millions of people. At the same time, we will analyse the results to be able to improve even further”, Johan Prom continues, CEO Avanza.

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Avanza is a 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 insurance company in Sweden – due to low fees. Services include saving in shares, funds, savings accounts and a strong pension offering. Avanza has more than 500,000 customers and over SEK 200 billion in total savings capital. This is equivalent to 3,2 per cent of the Swedish savings market. Avanza is largest in terms of number of transactions and the second largest in terms of turnover among Swedish banks on the Stockholm Stock Exchange including First North. During the last seven years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: <http://www.avanza.com>