



Press release 29 June 2017, 08:30 CEST

Rikard Josefson named new CEO of Avanza

The Boards of Directors of Avanza Bank Holding AB (publ) and the subsidiary Avanza Bank AB (publ) have appointed Rikard Josefson as the new Chief Executive Officer. Rikard will assume the role within six months. Johan Prom will continue as CEO until then.

“Rikard has a deep knowledge of customers, technology and banking. Just like us at Avanza. That’s why we found each other so quickly and naturally,” said Sven Hagströmer, Chairman of the Board of Avanza.

Rikard Josefson, 51, has served for the last six years as CEO of Länsförsäkringar Bank, where he, among other things, has helped to develop the bank’s mobile services, mortgage products and “savings robot”. At the same time, Länsförsäkringar, like Avanza, has won several awards for Sweden’s highest customer satisfaction. In addition Länsförsäkringar has won the best mobile app award. Previously, Rikard spent 25 years at SEB.

“I am proud of my work at Länsförsäkringar, where we doubled business volumes during my time as CEO. Now I am excited to be a part of Avanza as it continues to challenge the banking market,” said Rikard Josefson.

More on Rikard’s background follows on the next page.

“This information is such that Avanza Bank Holding AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the contact person set out below, at 08:30 CEST on 29 June 2017.”

For further information, please contact:

Sven Hagströmer, Chairman of the Board
+46 70 728 81 92

Rikard Josefson, Incoming CEO of Avanza
+46 70 206 69 55

Sofia Svavar, Head of Investor Relations
+46 70 761 80 53, sofia.svavar@avanza.se



Summary of Rikard Josefson's background:

2011 - 2017 Länsförsäkringar Bank, CEO

1986 - 2011 SEB. Most recently as Deputy Head of SEB's Swedish retail banking operations. Regional Director for six years with responsibility for telephone and internet banking as well as development and sales.

Education: B.A. in Economics from Stockholm University

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 – due to low fees. Services include saving in shares, funds, savings accounts and a strong pension offering. Avanza has over 600,000 customers with more than SEK 250 billion in total savings capital. This is equivalent to just over 3 percent 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 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>.