



Press release 11 December 2017, 08:15 CET

Avanza has Sweden's most satisfied savers

For the eighth consecutive year, Avanza has won the award for Sweden's most satisfied customers in the savings category, based on an annual survey conducted by the Swedish Quality Index (SQI).

“Satisfied customers are our most important target and the very foundation of our business model. We are extremely proud to have again lived up to our customers' high expectations. This year we have passed 700,000 customers and therefore also see this award as proof that we have successfully managed the record-high-growth without sacrificing the customer experience,” 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 money.

“Our employees have done a fantastic job and we have launched several solutions during the year to help our customers achieve their goals and manage their savings. We offer, among other things, Sweden's cheapest mortgage*, simplified decision-making support and expanded digital trading in European equities. We have gotten an amazing response from our customers and promise to do our utmost to continue to develop in pace with their expectations,” concludes Rikard Josefson.

*Compared with average published 3-month fixed rates from Nordea, Handelsbanken, Swedbank, SEB, Länsförsäkringar and SBAB as of 31 October 2017.

For further information please contact:

Rikard Josefson, CEO, +46 70 206 69 55
rikard.josefson@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 – due to low fees. Services include saving in shares, funds, savings accounts and a strong pension offering. Avanza has over 700,000 customers with more than SEK 270 billion in total savings capital. This is equivalent to 3.6 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 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>