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Avanza wins award for Sweden's most satisfied customers in the savings category for the fifth time

For the fifth year in a row Avanza has won the award for "Sweden's Most Satisfied Customers" in the savings category in the annual survey conducted by the Swedish Quality Index (SKI).

"Having Sweden's most satisfied customers for savings is our most important internal goal. It's recognition that we always put our customers first and maintain focus on our business concept – putting more money in our customers' pockets than other banks or institutions do. The annual survey shows that our customers have higher expectations than customers of other banks, and are also much more loyal. This shows that we meet our customers' expectations without neglecting service and quality," said Martin Tivéus, 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, such as how loyal customers are to their companies. Image, expectations, product quality, service quality and value for money are measured to provide context.

"What I'm most pleased about this year is that we have pulled ahead of the other banks and received higher marks in all areas. We believe that this is chiefly due to the investments in technology and user experience we have made over the last year, which means we have put in place Sweden's most modern banking site. We have also further improved our offers and our price management during the year by launching, amongst other services, currency trading and one krona brokerage. We are incredibly proud to be able to live up to our customers' high expectations once again," Tivéus continued.

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About Avanza: *Avanza is Sweden's largest Internet bank, which was founded in 1999 and is covered by the national deposit guarantee scheme. The parent company Avanza Bank Holding AB (publ.) is listed on the Stockholm Stock Exchange. Avanza's vision is that as a customer you will have more money in your pocket than if you banked with other banks or institutions. The services include, amongst other things, saving in shares, funds, savings accounts and a strong pension offering. Avanza has over 365,000 customers and more than SEK 130 billion in savings capital. This is equivalent to just over 2 percent of the Swedish savings market. Avanza is the largest in terms of the number of transactions of Swedish banks on the Stockholm Stock Exchange. During the last five years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: www.avanza.se*