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## Avanza wins "The People's Favourite"

Avanza was voted "The People's Favourite-2014" via Bankbetyg.se with the following reason; "Avanza stands out due to its clear focus on low fees, extensive service and because it is best at helping its customers with savings and investments. Bankbetyg's visitors have made it loud and clear that Avanza delivers good customer benefit within all categories, and they have therefore succeeded in achieving the best average score within all areas during 2014".

"It's unbelievably fantastic to be appointed the People's Favourite, as this means that the general public consider us to be an honest bank that puts our customers first. We are very keen to maintain this confidence," says Martin Tivéus, CEO Avanza.

Over 1,000 people voted for their favourite bank. The purpose of the competition is to promote the banks who stand out and have done extra special work during the last year. Avanza has the highest score in all categories; personal treatment, services, technology, fees and recommendation.

"It is wonderful that so many people want to compare and have their say on banks and their services. When we launched Bankbetyg, we knew that there was a great need to be able to more easily compare Sweden's banks within different areas. With the help of our visitors' scores and comments, we can all now compare both the banks' services and customers' opinions," says Joacim Nitz, Founder of Bankbetyg.

Bankbetyg was launched at the start of 2014 and has rapidly become an economic forum for those who want to compare and score Sweden's leading banks. Bankbetyg summarises and presents information in a clear manner so that anyone can participate and compare everything from fees, opening hours, interest rates, payment cards and much more.

Read more about Bankbetyg at: <https://www.bankbetyg.se/om-bankbetyg>.

### **For further information please contact:**

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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 371,200 customers and more than SEK 140 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](http://www.avanza.se).*