

Avanza awarded for Sweden's most satisfied savers – for the twelfth year in a row

Avanza has won the Swedish Quality Index (SQI) award for Sweden's most satisfied customers in the savings category. This makes Avanza the winner for the twelfth time out of twelve possible.

"It's fantastic! Receiving this award makes us unbelievably proud and pleased and it reminds us of the good relationship we have with our customers. Customer confidence is fragile and we have to fight for it every day. Our focus on customer satisfaction is reflected in everything we do at Avanza and is our most important long-term target. It therefore feels especially satisfying that we have managed for the twelfth consecutive year to live up to the high expectations. It is with tremendous gratitude that I want to thank all our magical customers and employees," says Rikard Josefson, CEO of Avanza.

In its survey, SQI measures and analyses customer satisfaction and loyalty to Sweden's banks. As background it evaluates image, product quality, service quality, value for the money and loyalty. Avanza has maintained its strong position in customer satisfaction and has continued to have Sweden's most satisfied customers among investors in securities.

"This year we have welcomed over 350,000 new customers. Our customers are the driving force in everything we do and we constantly develop new digital services that make it easier for them to manage their finances. During the year, for example, we have broadened our Start offer, launched the Avanza Sweden fund and created Savings Targets and Milestones, which make it simpler, and a little more fun, to watch savings grow. Everything we do can be better, so the work is continuing and I look forward to our future journey together with our customers," says Rikard Josefson.

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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. Services include saving in shares, funds, savings accounts, mortgages and a strong pension offering. Avanza has more than 1.5 million customers with over SEK 700 billion in total savings capital. This is equivalent to 6.6 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 twelve years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: investors.avanza.se

Image Attachments

[Rikard Josefson](#)