

Anna Casselblad appointed as the new CFO at Avanza and member of the Group Management

Anna Casselblad, who has been the Head of Compliance at Avanza since spring 2017, has been appointed as the new CFO. Anna replaces Birgitta Hagenfeldt, the current CFO, who announced in March that she will leave Avanza to no longer work in an operational role. Anna will take up her position in spring 2021 and will also be part of Avanza's Group Management. The recruitment of a new Head of Compliance will commence shortly.

Anna Casselblad started as operational manager in Avanza's compliance department in autumn 2012 and is since spring 2017 the head of Avanza Group's compliance function, including overall responsibility for the companies under the supervision of the Swedish FSA: Avanza Bank AB, Försäkringsaktiebolaget Avanza Pension, and Avanza Fonder AB. Prior to Avanza, Anna worked for several years as a financial sector auditor at PwC in Stockholm.

"It is with joy and pride that I take on the position as CFO at Avanza. I have been a part of Avanza since 2012 and am passionate about our values and the vision of creating a better future for millions of people. As CFO and part of Group Management, I look forward to continuing to contribute to the development of Avanza and our customer offering", says Anna Casselblad, incoming CFO.

"Anna is a highly appreciated and competent leader with solid experience in both accounting and regulations. I am convinced that she will be an important part of Avanza's continued development in a very positive way. We had numerous very strong candidates for the CFO role, which is why it feels extra enjoyable to be able to appoint an internal candidate. I look forward to continuing to work with Anna in her new role", says Rikard Josefson, CEO of Avanza.

Annas background in summary:

2017 - Head of Compliance, Avanza Group

2016 – 2017 Group Manager Compliance, Avanza Bank AB

2012 - 2017 Operational responsibility Compliance, Avanza Bank AB

2005 - 2012 Auditor in Financial Services, PwC AB, Stockholm

Education

M.Sc. in Business and Economics from Stockholm School of Economics with a specialisation in Accounting and Financial Management.

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Anna Casselblad, incoming CFO, Avanza

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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 million customers with over SEK 400 billion in total savings capital. This is equivalent to 4.4 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 ten years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: investors.avanza.se

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Image Attachments

[Anna Casselblad](#)