

Avanza named the Bank of the Year 2019

Each year the business magazine Privata Affärer reviews Swedish banks and names the “Bank of the Year”. For the second year in a row, Avanza has received the award. This time special mention was made of the product development in the area of sustainability as well as the launch of the Avanza Emerging Markets fund.

The Bank of the Year award is decided by a jury that considers among other things product development and new solutions for customers, together with voting by Privata Affärer’s readers.

“Being named Bank of the Year for the second consecutive year at the same time that we only two weeks ago received the award for Sweden’s most satisfied savings customers* is fantastic. At Avanza, we want to create the best tool for our customers to successfully manage their finances, and see the awards as proof that we are headed in the right direction and have succeeded in meeting our customers’ high expectations”, says Rikard Josefson, CEO of Avanza.

During the year, Avanza has among other things launched the Avanza Emerging Markets fund and recently added Avanza USA, both of which are Sweden’s cheapest** funds in their respective areas. Avanza was also the first in the world to make it easier for customers to invest sustainably by sorting funds based on Morningstar’s sustainability ratings. Better data on international shares has made it easier for customers to step into the international stock market. And in collaboration with Storytel Avanza has published two audiobooks on savings and stocks to educate and inspire more people about managing their money and savings.

Last autumn, Avanza launched the hashtag movement #pensionsupporet with the goal of pushing for better laws and giving pension savers power over their own savings. The movement has called attention to the importance of not being held back by high transfer fees, the complicated transfer process and a lack of transparency.

“All these initiatives are aligned with our vision to create a better future for millions of people. We are constantly striving to get more people to discover both the satisfaction and benefits of having savings, and to feel confident in managing and making decisions about their personal finances”, says Rikard Josefson, CEO of Avanza.

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* According to the annual survey conducted by the Swedish Quality Index (SKI).

** According to information from Morningstar Direct.

Avanza Emerging Markets is a feeder fund that invests at least 85% of its capital in a master fund company that invests in MSCI Emerging Markets Index. Avanza USA is a feeder fund that invests at least 85% of its assets in a master fund company that invests in MSCI USA SRI (5% Issuer Capped Index). Past performance is no guarantee of future results. Investments in securities may both increase and decrease in value and there is no guarantee that you will get back your original investment. For information, fact sheets and information brochures, see avanza.se/avanza-usa.

For over 40 years, MSCI’s research-based indexes and analysis tools have helped the world’s leading investors to build and manage better portfolios. MSCI’s clients rely on the company’s range of products and services to obtain a deeper understanding of what drives risk and return in their portfolios, asset classes and innovative research. MSCI’s range of products and services includes indexes, analysis models, data, real estate benchmarks and ESG research. MSCI’s clients include 99 of the 100 largest asset managers, according to the latest P&I ranking.

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 950,000 customers with close to SEK 400 billion in total savings capital. This is equivalent to 4.3 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