

Avanza's subsidiary Placera Media invests in StockRepublic

Placera Media is investing in StockRepublic, which is world leading in services and functionality within the area of Social Trading. This opens for exciting opportunities for Avanza's customers.

Placera Media operates the financial news site Placera and the magazine Börsveckan. Avanza Bank Holding AB owns Placera Media, but its content and editorial operations are independent from Avanza. Placera Media is now investing SEK 15 million in StockRepublic, which among other things has built the new and relaunched Placera Forum. The investment corresponds to 10 per cent of the shares in StockRepublic and links the company closer to Placera.

"StockRepublic has posted impressive performance, both in Sweden and internationally. Placera today has Sweden's largest stock forum with Placera Forum, and together with StockRepublic we can further develop functionality and user experience. The investment also gives Placera exclusivity in Sweden to StockRepublic's products," says Johan Kleis, CEO of Placera Media.

Placera's new forum has 400,000 visitors a week and right from the start the intention was to develop new functions. With the help of StockRepublic, Placera will be able to add several new services.

"We are pleased that Placera is making this investment. Our customers are very knowledgeable and Social Trading is an important area for Avanza. Being able to compare your stock portfolio to others', for example, is a feature that has been requested by our customers," says Rikard Josefson, CEO of Avanza.

StockRepublic offers a social trading platform with customised apps and API services for financial institutions. The platform is used to give investors access to a community with insights on investing and benchmarks for returns, risks and climate impacts. The company has built successful communities for leading banks. StockRepublic was started in 2019 and has offices in Stockholm and Hamburg. For more information, visit stockrepublic.io.

For further information please contact:

Rikard Josefson, Chairman of Placera Media and CEO of Avanza
+46 70-206 69 55

E-mail: rikard.josefson@avanza.se

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 that you as a customer will have more left in your own pockets than with any other bank or pension company. Services include saving in shares, funds, savings accounts, mortgages, and a strong pension offering. Avanza has over 1.8 million customers with over SEK 700 billion in total savings capital. This is equivalent to nearly 7 per cent of the Swedish savings market. Avanza is largest in terms of number of transactions among Swedish banks on the Stockholm Stock Exchange. During the last thirteen years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: avanza.se/ir

Image Attachments

[Johan Kleis, CEO Placera Media](#)