

Monthly statistics 07-01-2025, 08.30 CET

December: Monthly statistics*

During 2024, the number of customers at Avanza increased by 170,700, meaning customer growth was 37 per cent higher compared to the full year 2023. In December, net new customers totalled 16,700, resulting in 2,071,700 customers by year-end. Net inflow in December was SEK 9,980m, amounting to SEK 85,800m for the full year. This represents a 19 per cent increase compared to the annual net inflow 2023.

"2024 has come to an end and we have generated our second highest annual net inflow ever. Although it's been a tough year for many, our customers are sensible and understand the importance of saving. In 2025, real wages will increase, and I hope that more get a chance to both save and to treat themselves to what they have had to give up the past years. I wish you all a happy new year," comments Gustaf Unger, CEO of Avanza.

Customer activity, in terms of turnover, also increased compared to the full year 2023, particularly the foreign trading which rose by 70 percent, while the total turnover from brokerage-generating securities was up by 18 percent.

	Dec-24	Nov-24	Change month %	Dec-23	Change year %
No. Customers	2,071,700	2,055,000	1	1,901,100	9
Net inflow, SEKm	9,980	7,410	35	5,990	67
Savings capital, SEKm	955,000	952,000	0	781,700	22
of which deposits	110,000	109,700	0	106,100	4
of which Savings account	32,500	31,600	3	26,800	21
of which external deposits	42,700	42,900	0	42,700	0
Internally financed lending, SEKm	23,900	23,300	3	19,600	22
of which margin lending	10,700	10,200	5	8,100	32
of which mortgages	13,300	13,000	2	11,500	16
External mortgages, SEKm	21,200	20,600	3	20,300	4
No. of brokerage-generating notes per trading day**	191,800	164,200	17	132,800	44
Turnover in brokerage-generating securities per trading day, SEKm**	4,590	4,290	7	3,410	35
of which foreign trades, SEKm	1,510	1,300	16	530	185

* Figures for the current month are preliminary.

** Excluding commission notes and turnover for mutual funds and non-brokerage generating trades such as Avanza Markets and brokerage class Start.

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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 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 2.0 million customers with over SEK 900 billion in total savings capital. This is equivalent to 7.5 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 15 years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: avanza.se/ir