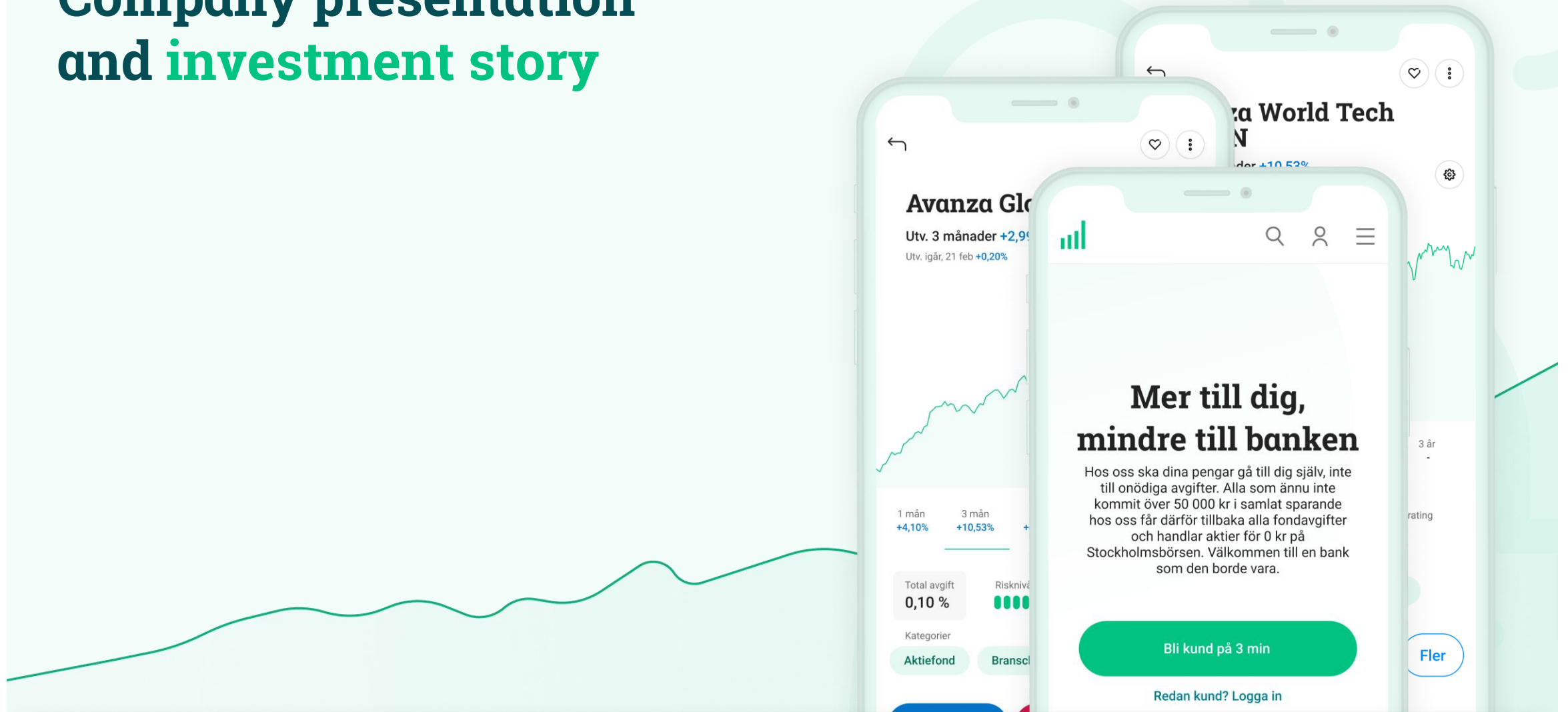
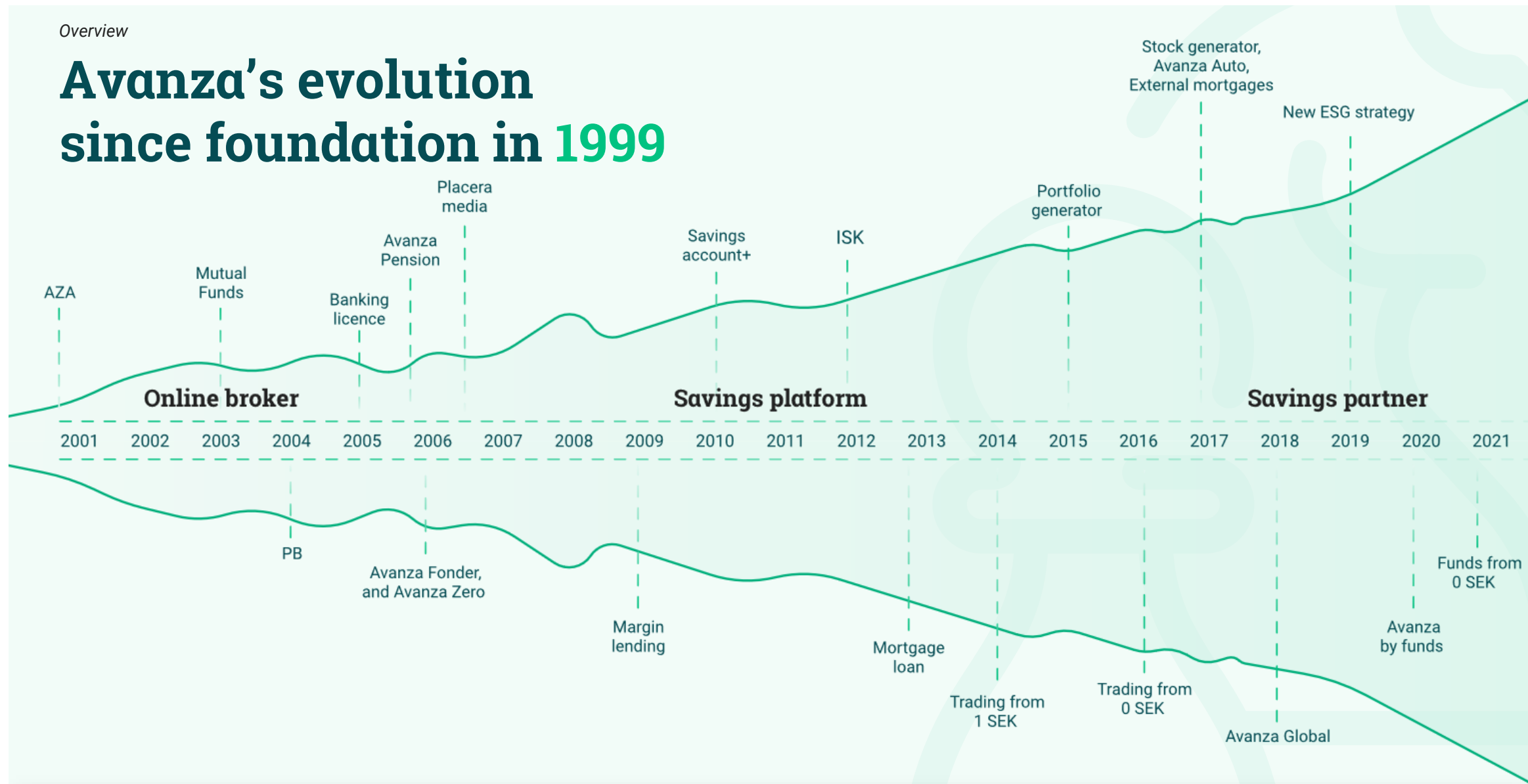


May 2021

Company presentation and investment story



Avanza's evolution since foundation in 1999



Sweden's **leading** platform for savings and investments

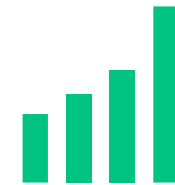


No. 1 long-term target to have the
most satisfied savings customers in Sweden –
won for the last 11 consecutive years



1,471,900
customers

SEK 688 bn
in savings
capital



526
employees and
eNPS of
69

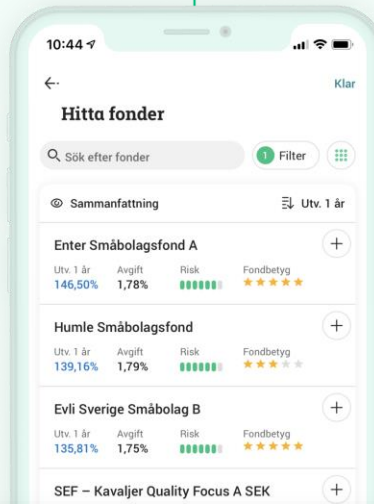
5.8% market share of the
Swedish savings market

Over 60 000 investment opportunities, together with decision-making tools, inspiration and education

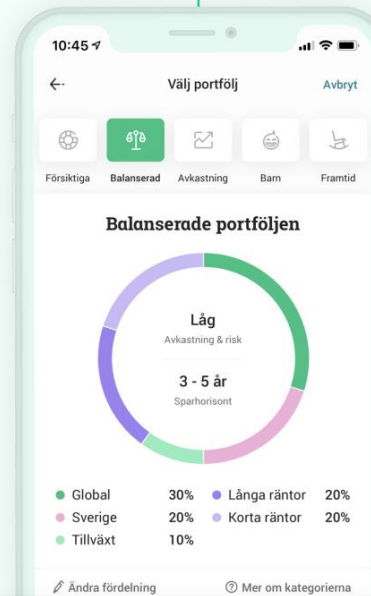
Securities trading



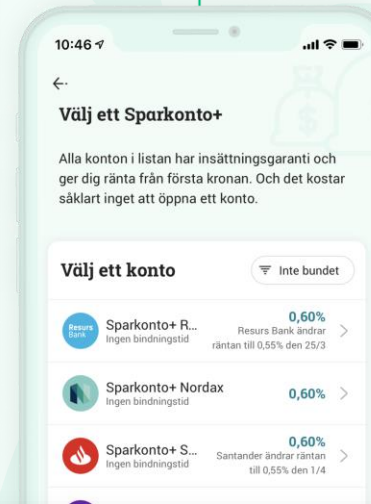
Mutual funds



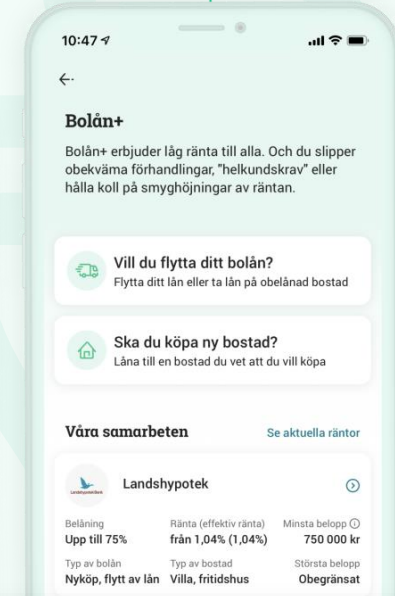
Retirement plans



Savings accounts

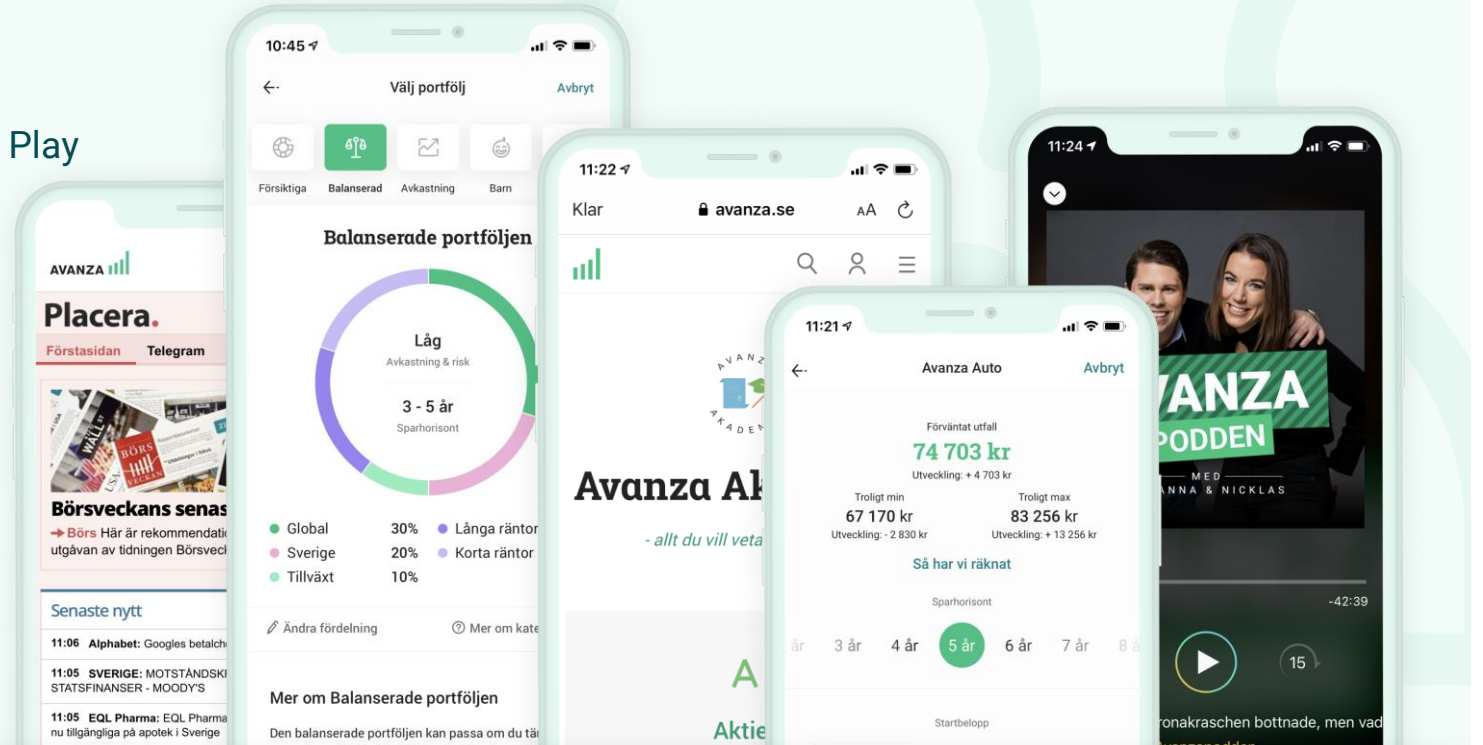


Mortgages and margin lending



We focus on decision-making tools for our customers

- The Avanza Academy
- The Avanza blog, podcasts and Avanza Play
- Auto funds
- Portfolio generator
- Stock generator
- Independent news site Placera



Capital light, fee-based business model

| 2020 | % of income |
|----------------------------|-------------|
| Net brokerage income | 47 |
| Fund commissions | 18 |
| Net interest income | 12 |
| Other income ¹⁾ | 23 |
| Total | 100 |

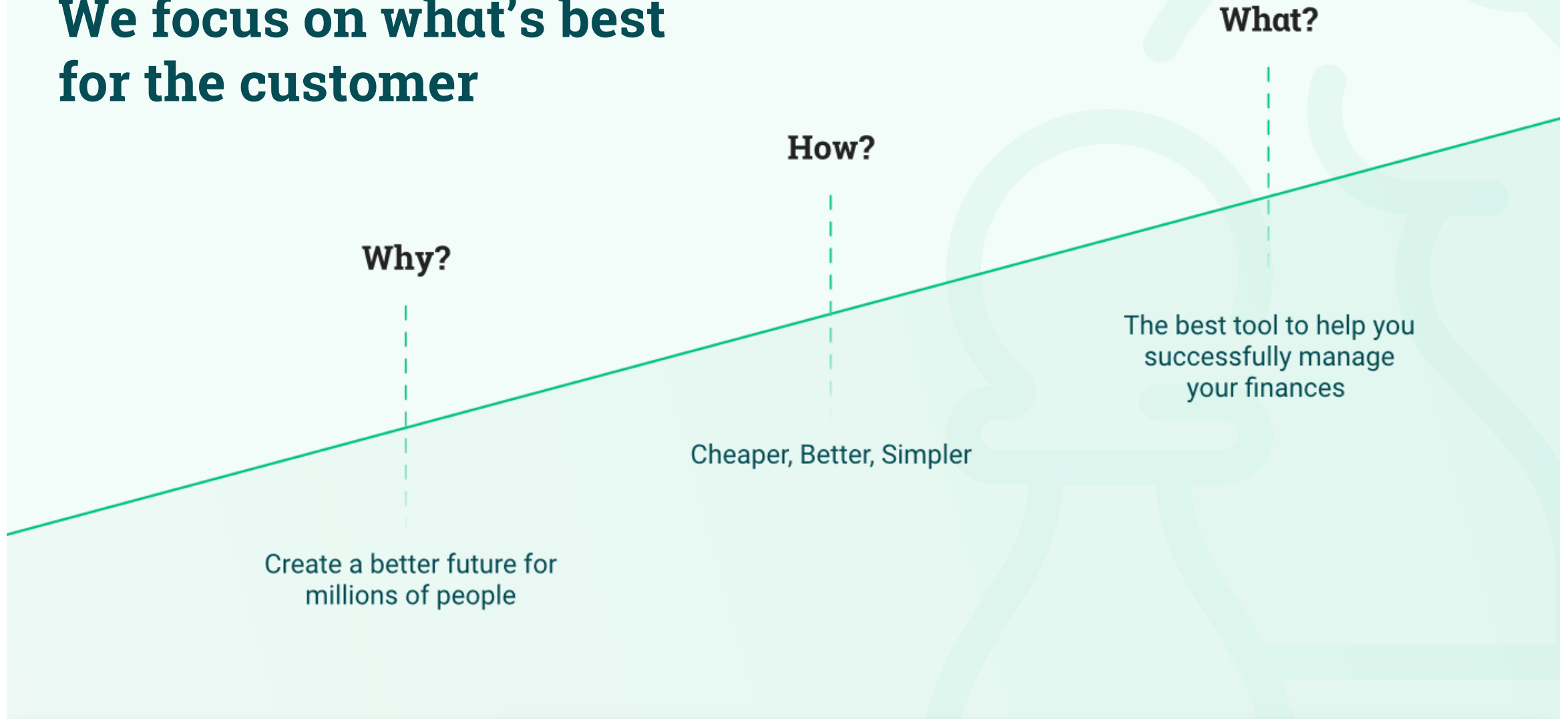
1) Mainly currency-related income, but also income from Avanza Markets, Corporate Finance, compensation for distribution, advertising sales, subscriptions and customer's ad-on services.

- Mainly fixed costs, ~70% staff related
- High scalability
- Self-financed through shareholders' equity and customer deposits

Business model built on scale

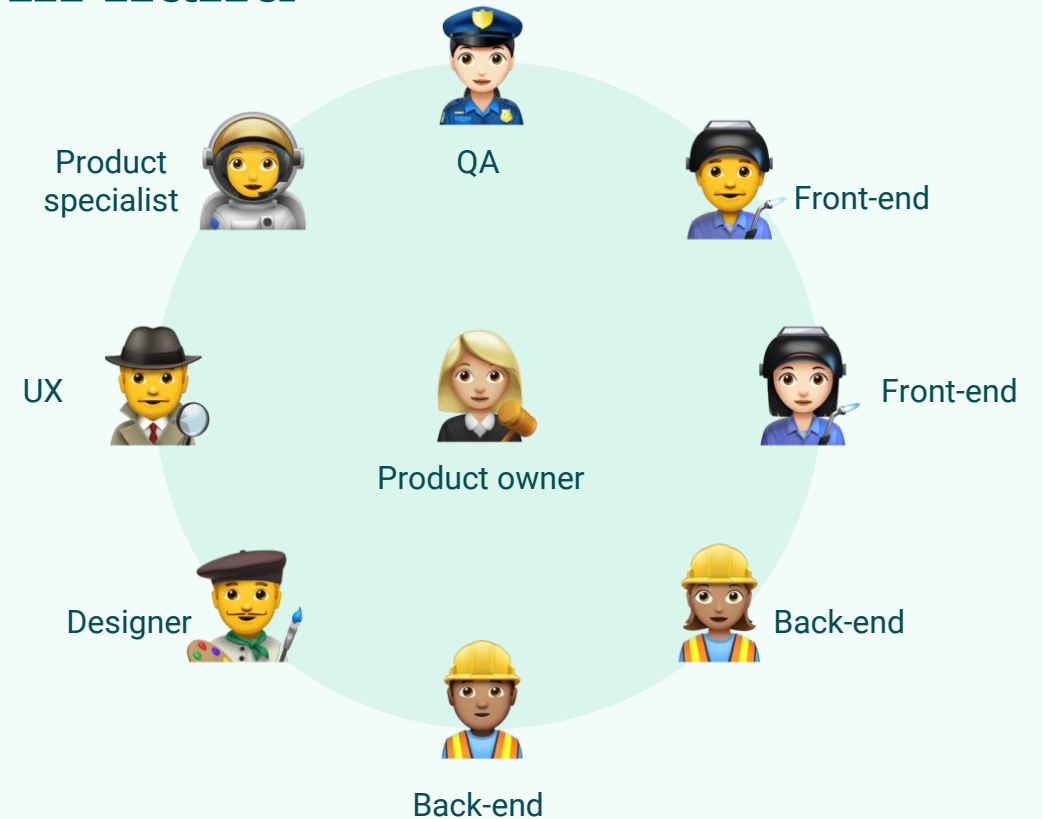


We focus on what's best for the customer



A typical Avanza development team, where business and IT go hand in hand

- Full expertise for their respective domain
- Innovation, business development and maintenance are done within each team
- They define their own mission and sets their own goals, linked with the overall vision and targets



We innovate together with our customers

Customers can sign up as test users to early releases of new functionality and provide feedback.

We meet with hundreds of customers for interviews and user tests each year.

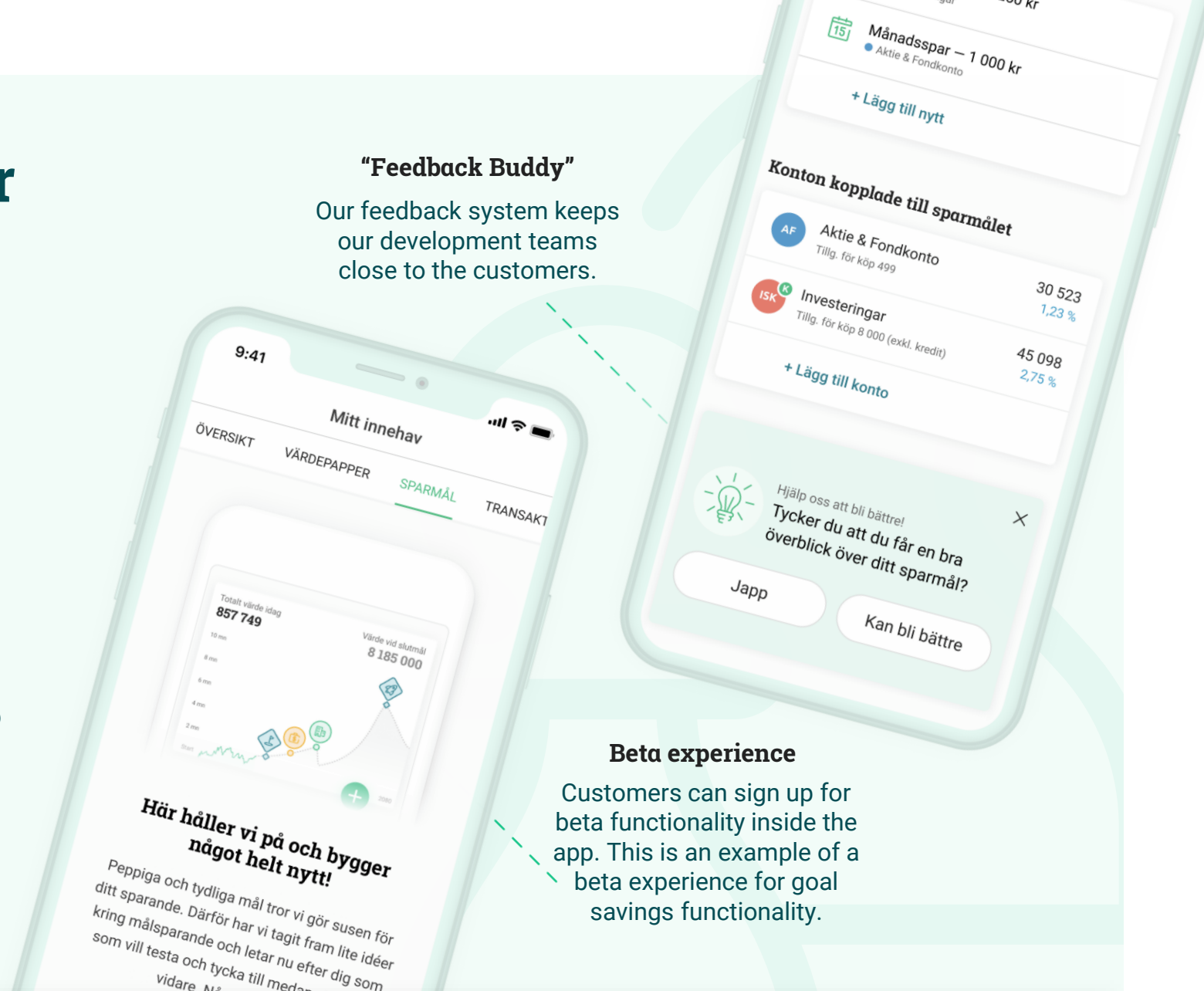
And get, tens of thousands of twitter feedback, app reviews and customer service messages, which are also a vital part of the development feedback to the teams.

"Feedback Buddy"

Our feedback system keeps our development teams close to the customers.

Beta experience

Customers can sign up for beta functionality inside the app. This is an example of a beta experience for goal savings functionality.



User experience, information and tools increasingly important

NPS
67 



Daily active users 500,000

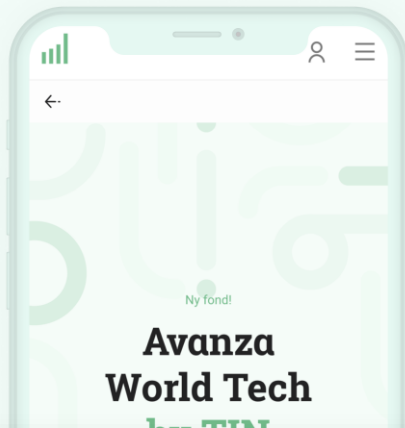
Our superior customer experience, also makes us the perfect partner for product challengers

TIN FONDER

FCG

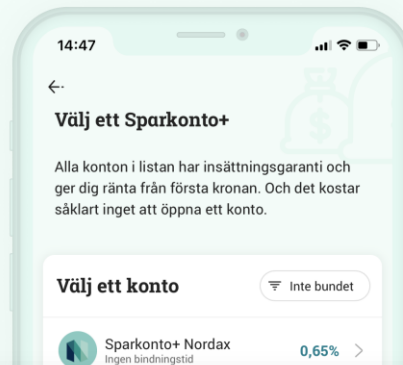
Mutual fund platform

Over 1,300 external funds on the platform and exclusive cooperations for actively managed funds.



Third party savings

High yielding savings accounts with a number of partner banks.



Mortgages

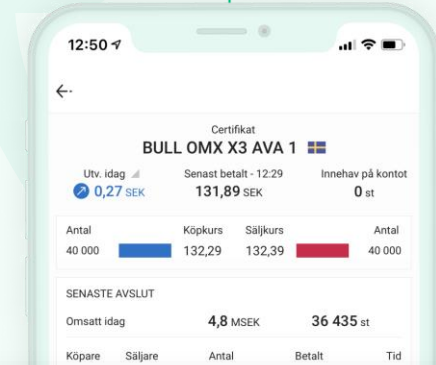
Our partners deliver low interest mortgages through our interface.



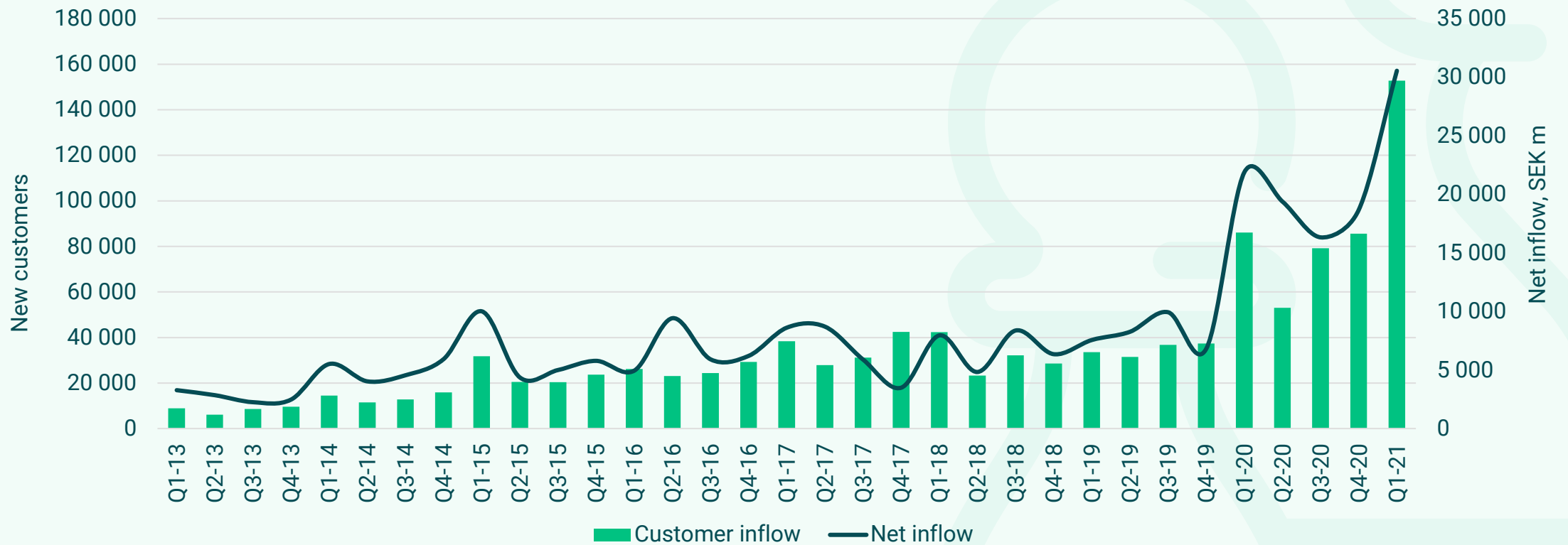
Morgan Stanley

Exchange traded products

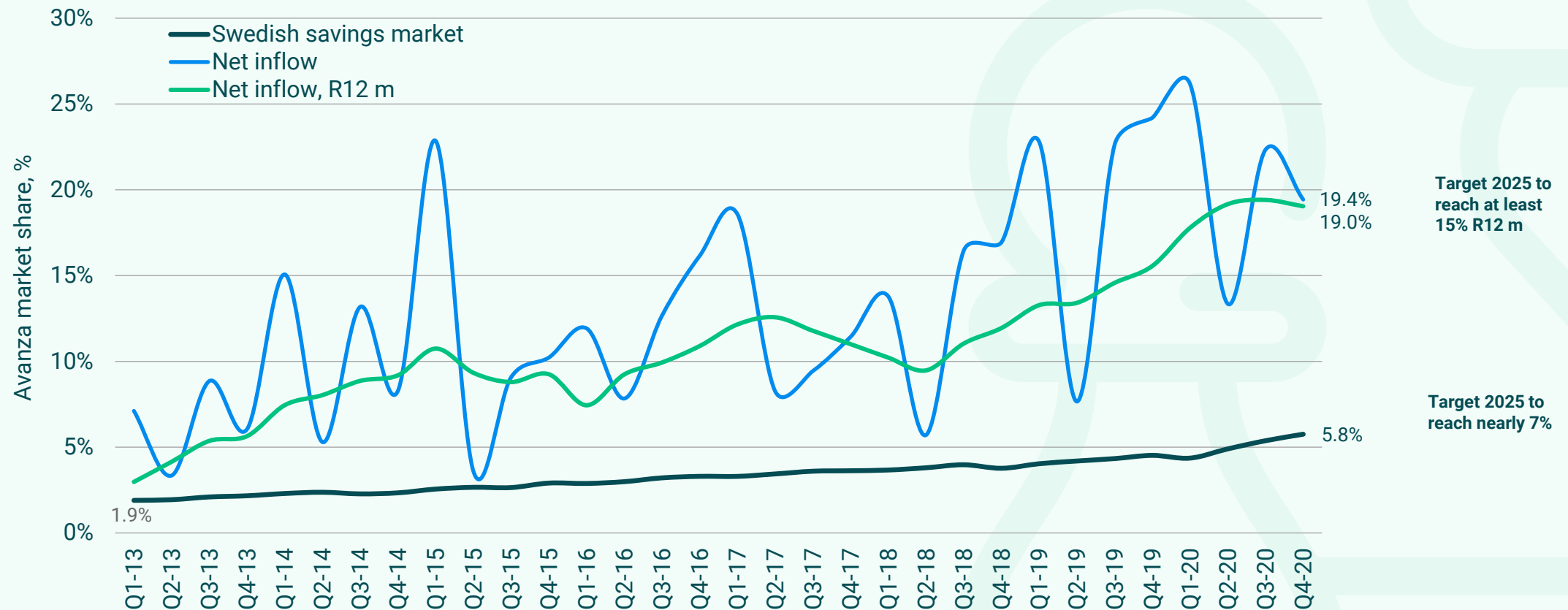
Exclusive exchange traded products with 0 brokerage fees



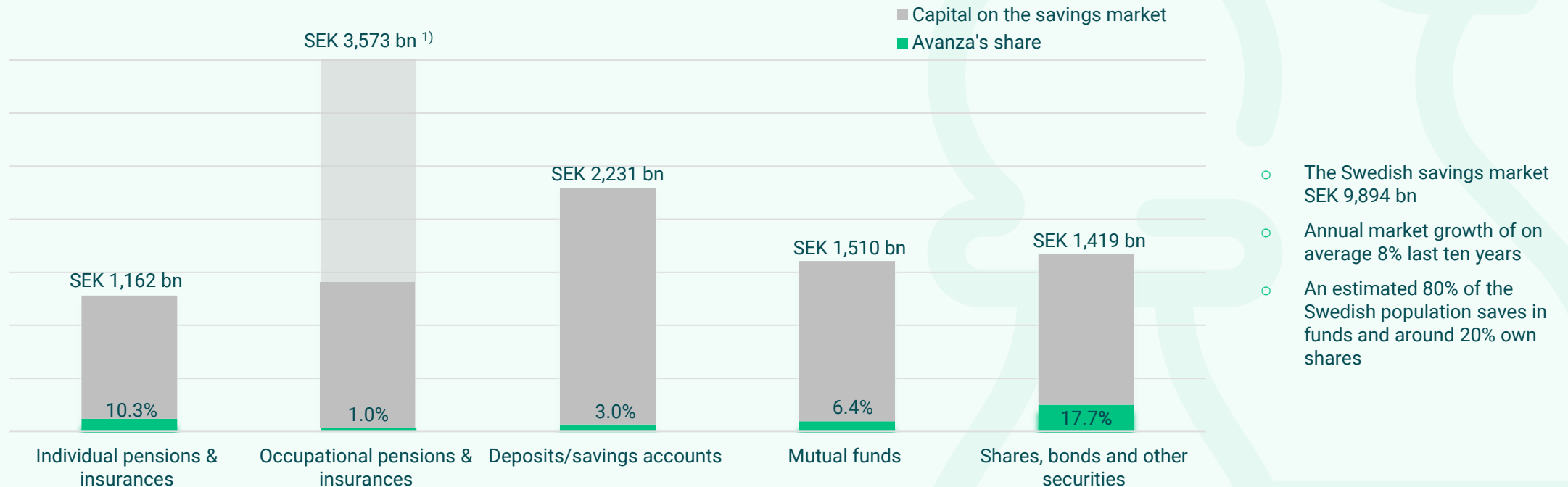
Customer growth drives net inflow



Market share of 19.0% rolling 12M of net savings on the Swedish savings market



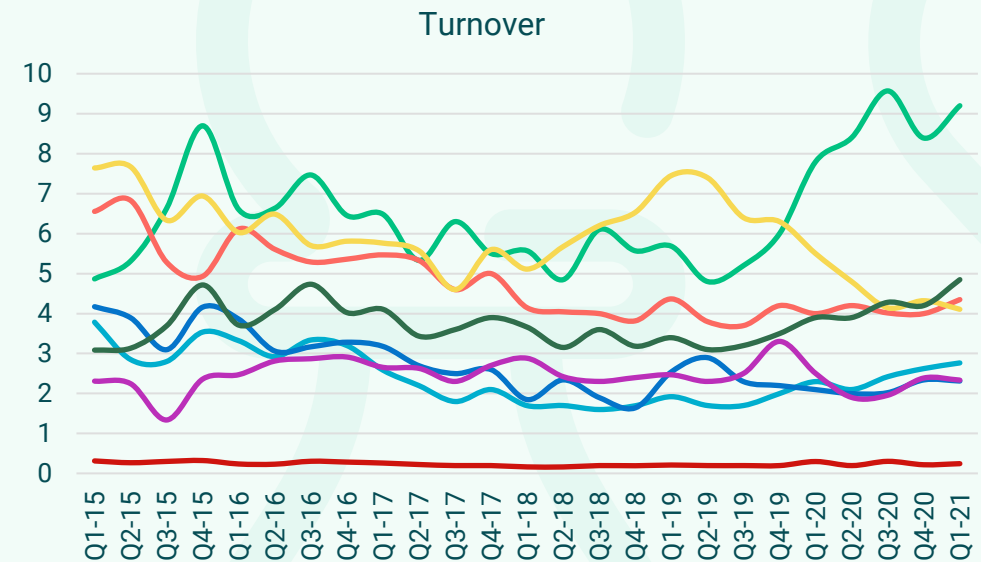
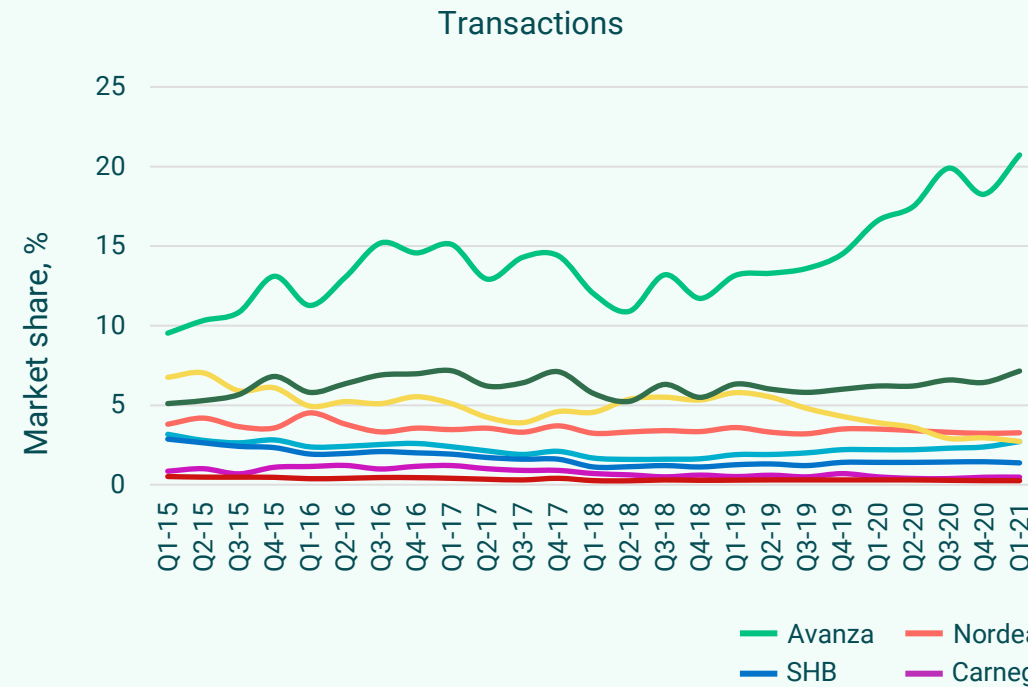
Significant growth potential with a 5.8% market share of the Swedish savings market



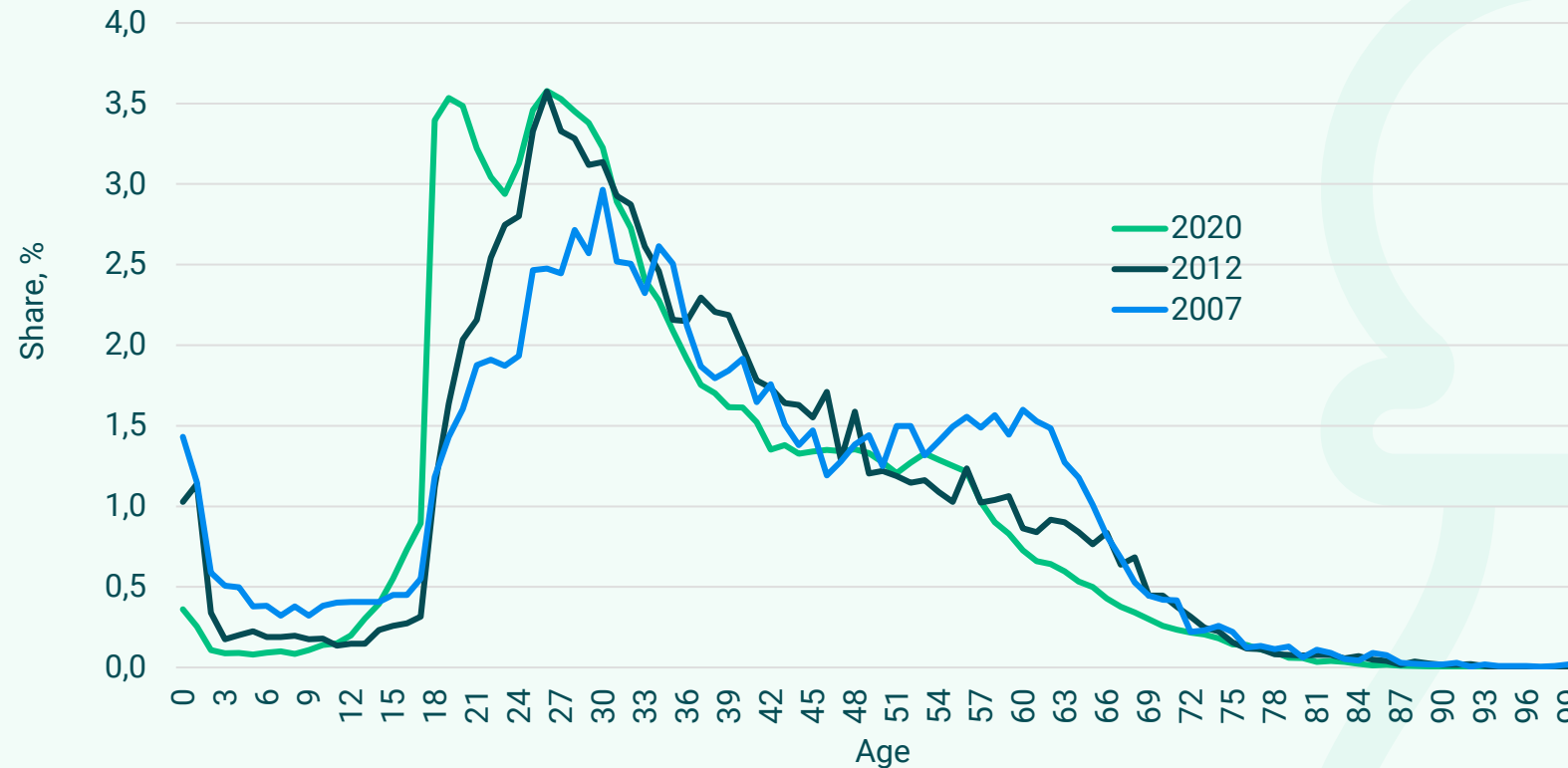
¹⁾ The occupational pension market can be divided into traditional life and unit-linked insurance. Unit linked amounts for about a third, of which Avanza is active in the portion outside collectively agreed occupational pensions, which is valued at nearly SEK 820 billion.

The largest Swedish participant in stock market transactions and turnover on Nasdaq OMX and First North

- Market share of 20.7% in terms of transactions and 9.2% of turnover in Q1 2021



Age distribution among new customers



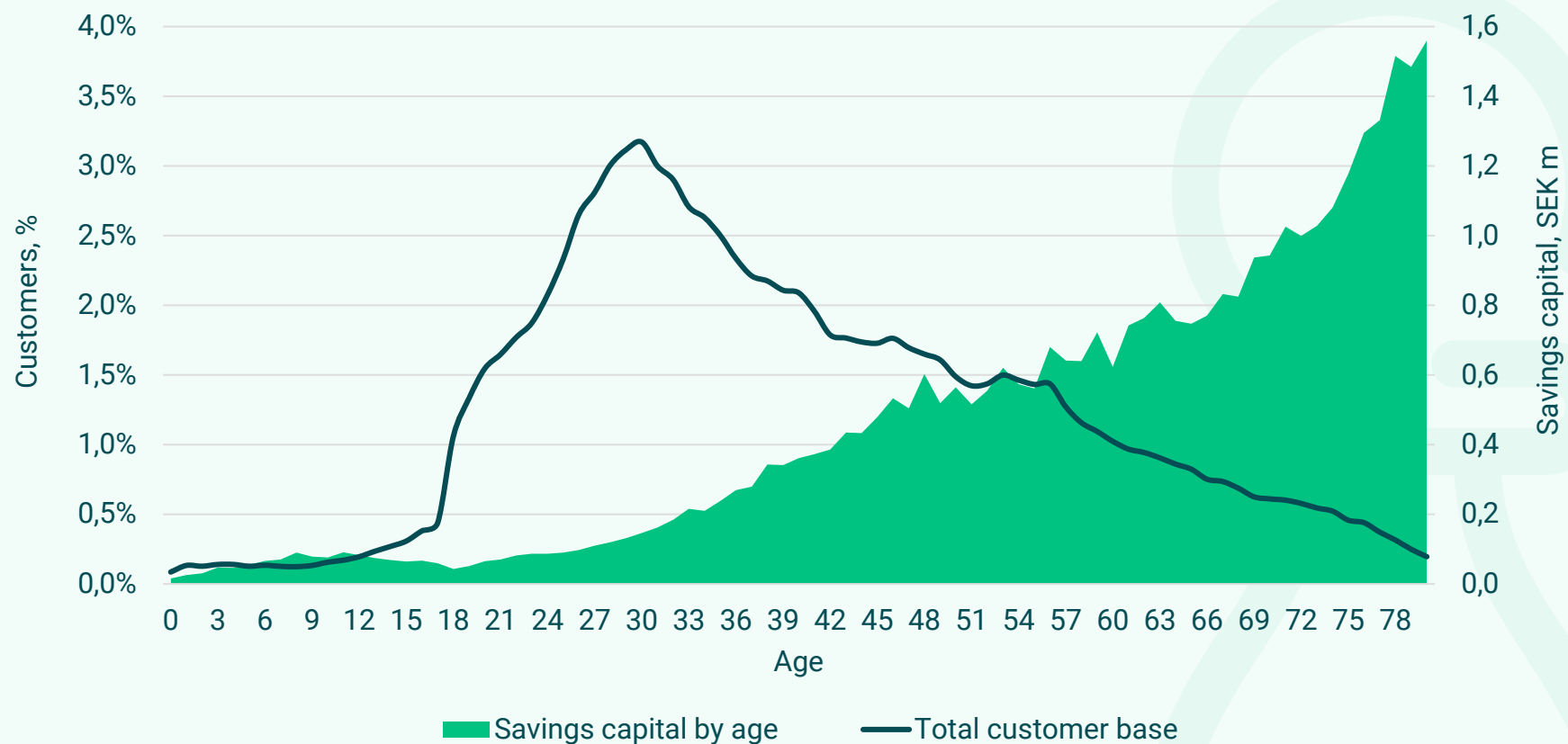
Market penetration

- Total share of Swedish population: 11.5% as of 1 November 2020
 - ages 20-29: 20.8%
 - ages 30-39: 22.1%
 - ages 40-49: 16.5%
- Highest penetration in urban areas. Stockholm region, snapshot (Women/Men) as of 1 November 2020:
 - ages 20-29: 21%/31%
 - ages 30-39: 24%/34%
 - ages 40-49: 18%/27%
 - ages 50-59: 15%/20%
 - ages 60-69: 11%/15%

Potential in both existing and new customers

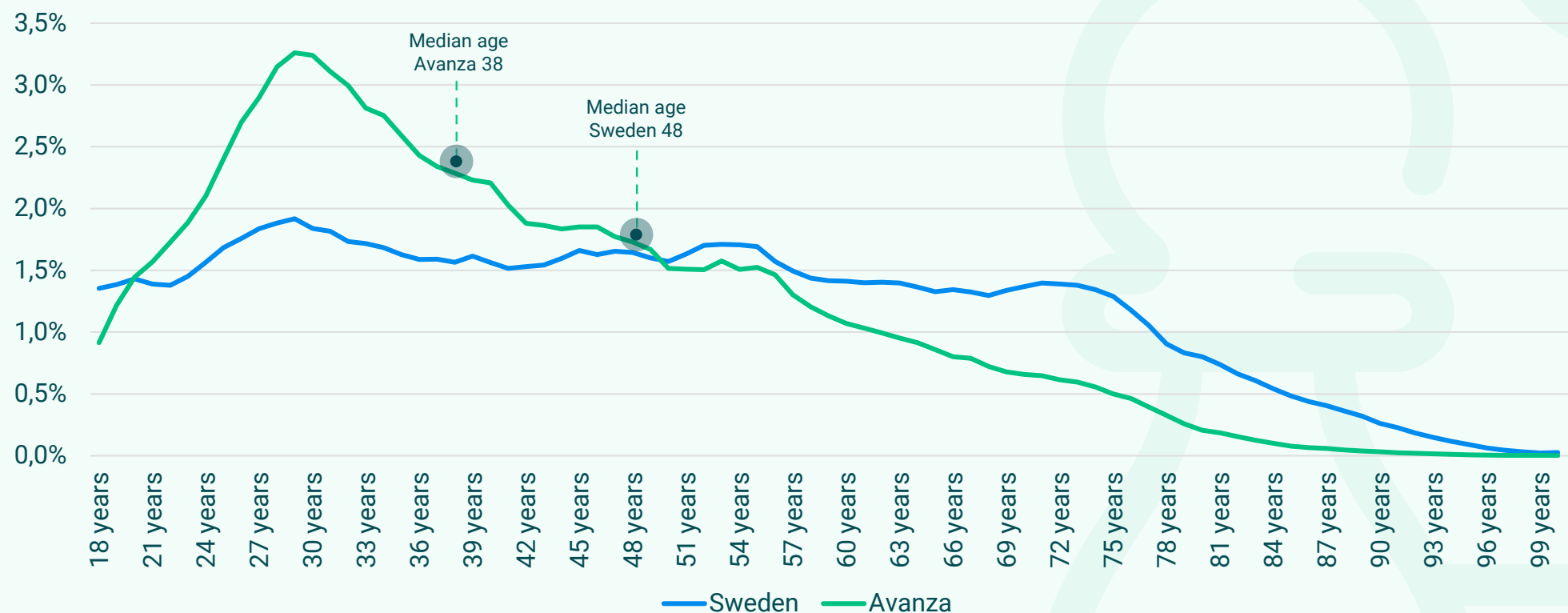
- Increasing share of wallet in existing customer base
- Continue to attract young people and keep them happy as wealth grow by age
- The broad offering makes us relevant for a larger group of people
- Digital onboarding with BankID has removed friction to move
- Increasing digitisation and Open Banking functionality creates more awareness, simplifies self-directed financial management
- More reasons for customers to take responsibility for their own savings as public pension and welfare systems are covering fewer needs
- Growing focus on sustainable investments
- TINA in current low interest rate environment

Savings capital grow by age



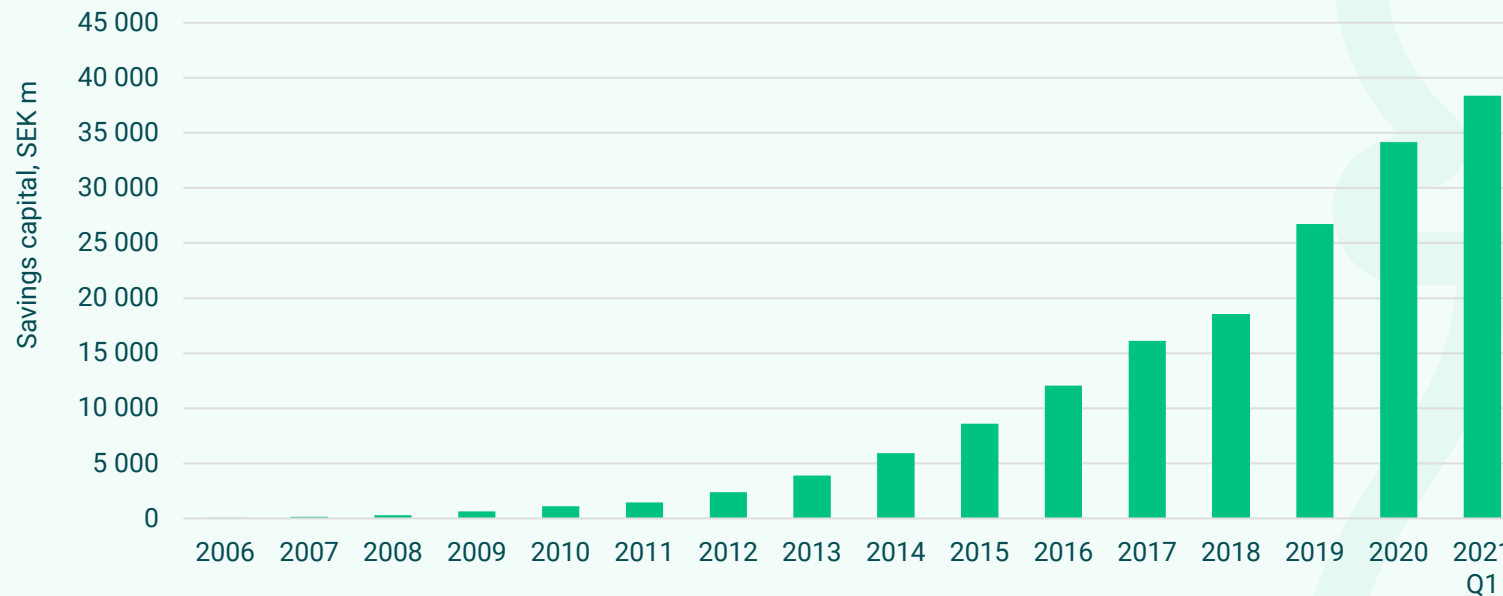
Strong potential when wealth is transferred to the next generation

Age distribution Swedish population and Avanza's customers



One of the fastest growing pension companies in Sweden

- Competitiveness with no annual insurance fees and broad investment opportunities
- The strong offer an advantage when the transfer right is improved to the benefit of the consumer



1.0 %

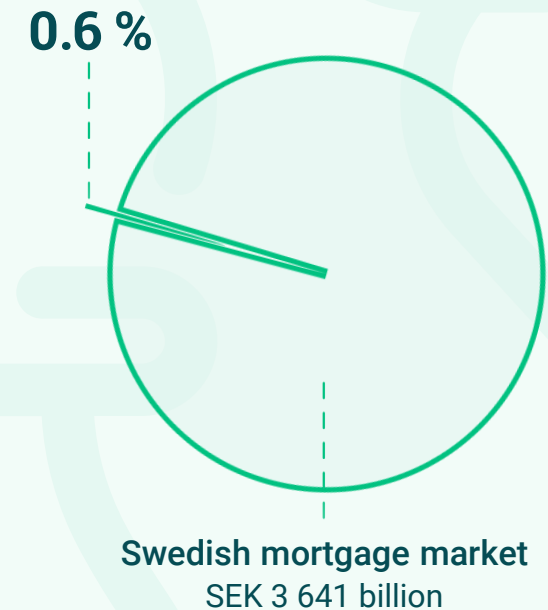
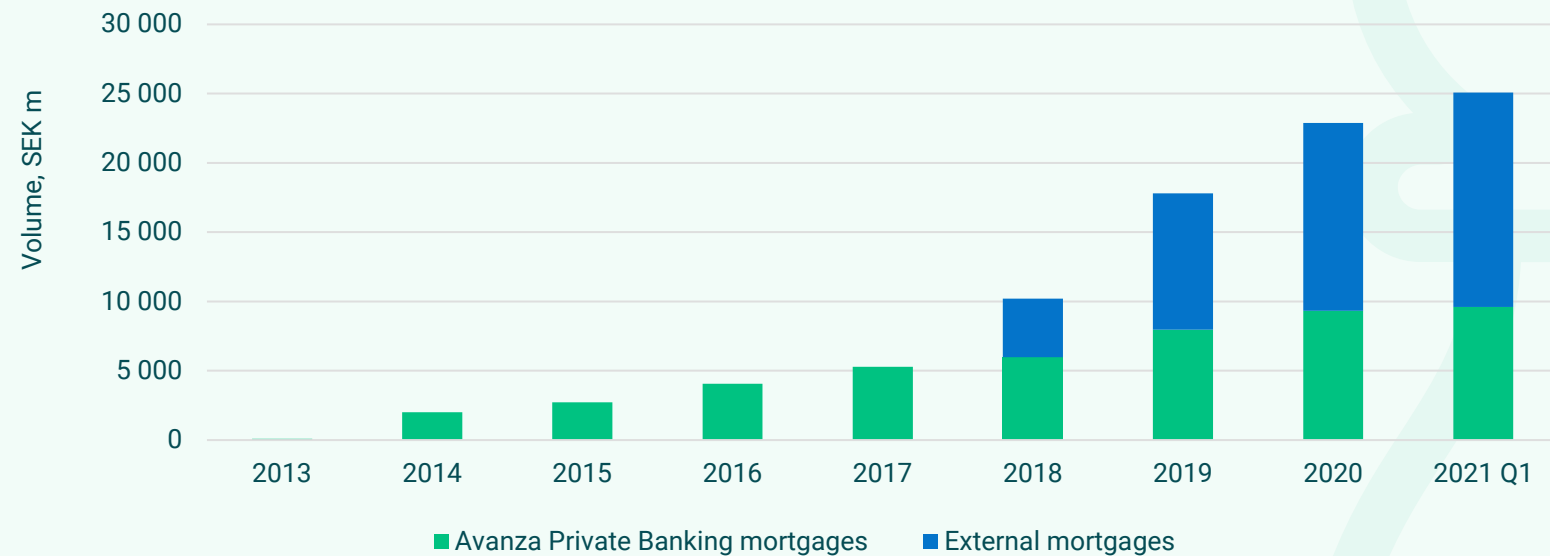


Swedish pension market
SEK 3,573 billion¹⁾

¹⁾ The occupational pension market can be divided into traditional life and unit-linked insurance. Unit linked amounts for about a third, of which Avanza is active in the portion outside collectively agreed occupational pensions, which is valued at nearly SEK 820 billion.

Enable customers to apply for mortgages from various external lenders

- Important part of customers economy
- Frees up savings capital with other banks



We are prepared to capture new opportunities in the world of tech...



Mortgages are signed digitally.



Credit transfers between banks are made in real-time.



Payment accounts can be aggregated, and payments initiated, by any interface.



Customers have the right to data portability.



Pension accounts can finally be transferred cheaply

openFinance

Data from all financial products can be easily shared with third parties by customer consent.

To summarise

Customer satisfaction and employee engagement create shareholder value over time

Long-term targets

- Customer satisfaction & Employee engagement
- Growth in customers and savings capital
- Profitability and effective management of the balance sheet

Customer proposition

- Cheaper, better and simpler offering
- High user experience
- Broad range of product
- Information, education and decision-making tools

Business model

- More stable revenues through funds and mortgages
- High scalability
- Cost control vital (top modern IT platform)

Growth potential

- Strong potential in existing customer base
- Young customers a potential when wealth is transferred
- Public pension and welfare systems are covering fewer needs

To summarise

Employee engagement a key success factor for Avanza

Long-term targets

- Customer satisfaction – keep the No 1 position
- Continuous growth in both number of customers and volume
- Create possibilities for continued strong innovation

Continuous growth
Customer satisfaction
Strong innovation

Appendix

| | |
|--------------------|-------|
| Operations | 27 |
| Financials | 28-33 |
| Balance sheet data | 34-35 |
| Contact details | 36 |

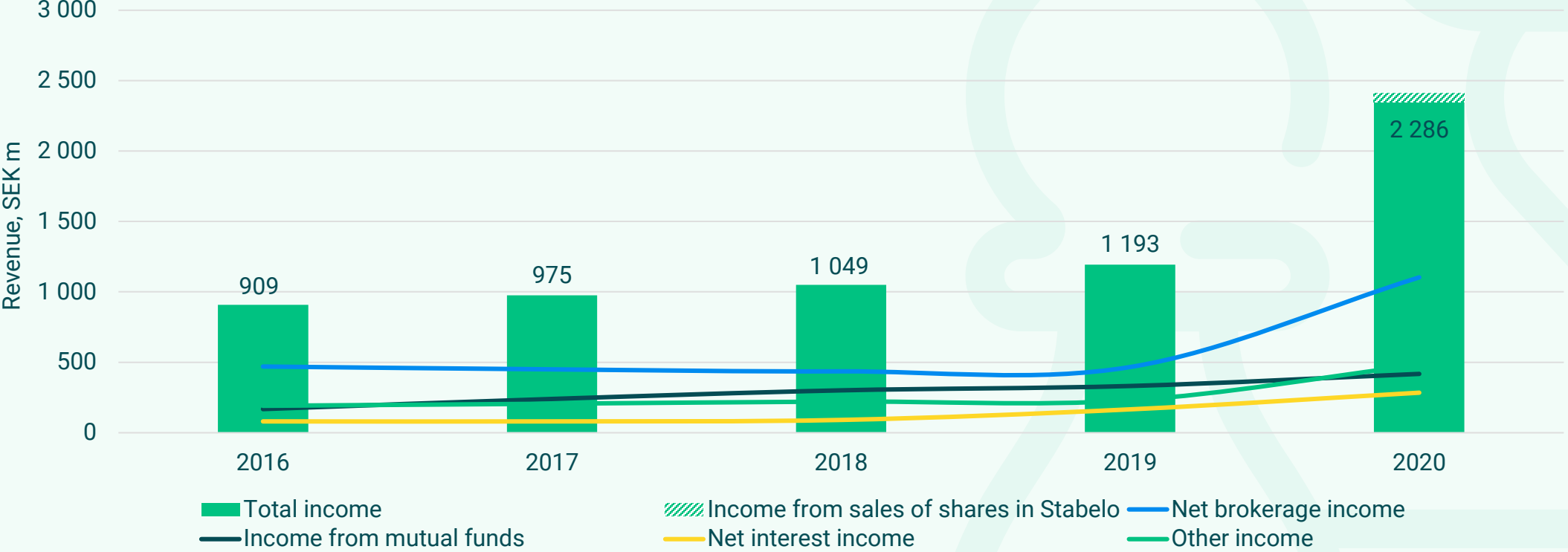
Targets and fulfillment 2020

| Long-term targets | Outcome 2020 | Comments |
|--|--------------|---|
| Sweden's most satisfied savers according to the Swedish Quality Index | ✓ | Achieved in 2020 for the eleventh consecutive year |
| Engaged employees, eNPS of at least 45, raised to at least 50 | 69 | Record-strong ambassadorship |
| Market share of at least 15 per cent R 12M of the total net inflow to the Swedish savings market 2025 | 19% | Almost every fifth savings krona ends up on the Avanza platform |
| Market share of 7% 2025 | 5.8% | Well on track to achieve the target |
| Return on equity of 25-30% | 57% | Ensures focus on profitability and effective management of the balance sheet |
| Dividend of at least 70% | 10% | The dividend for 2020 was SEK 0.85 per share, in line with the FSA's recommendation due to the Covid-19 pandemic. The assessment is, there is still room to distribute more |
| Increased share of capital in sustainable investments | ✓ | A lot of improvements done during the year to make it easier to save sustainably |
| Be regarded as the leading sustainable brand and the natural choice for sustainable savings | ✓ | Regarded as the financial company in Sweden with the highest reputation (Kantar Sifo) |
| Increase share of new female customers to 50% | 39% | Not achieved despite record high number on new female customers |
| Organisation with parity between women and men | 47% | Measured in Group Management and among employees with personnel responsibility |
| Become climate positive | ✓ | The year's emissions amounted to 263 tonnes CO2e and climate offsets for the total emissions was purchased |

Financial overview

| | Q1 21 | Q4 20 | Δ % | Q1 20 | Δ % | 2020 | 2019 | Δ % |
|------------------------------------|------------|------------|-----------|------------|------------|--------------|------------|------------|
| Operating income, SEK m | 957 | 706 | 36 | 542 | 77 | 2,349 | 1,193 | 97 |
| Operating expenses, SEK m | -202 | -221 | -8 | -179 | 13 | -763 | -666 | 15 |
| Operating profit, SEK m | 756 | 486 | 56 | 361 | 109 | 1,576 | 520 | 203 |
| | | | | | | | | |
| Operating margin, % | 79 | 69 | 10 | 67 | 12 | 67 | 44 | 24 |
| Income to savings capital ratio, % | 0.63 | 0.52 | 0.10 | 0.56 | 0.07 | 0.51 | 0.34 | 0.17 |
| Costs to savings capital ratio, % | 0.13 | 0.16 | -0.03 | 0.18 | -0.05 | 0.17 | 0.19 | -0.02 |
| ROE, % | 74 | 58 | 16 | 64 | 9 | 57 | 27 | 30 |
| EPS, SEK | 4.08 | 2.70 | 51 | 1.98 | 106 | 8.66 | 2.94 | 195 |

Long-term revenue development



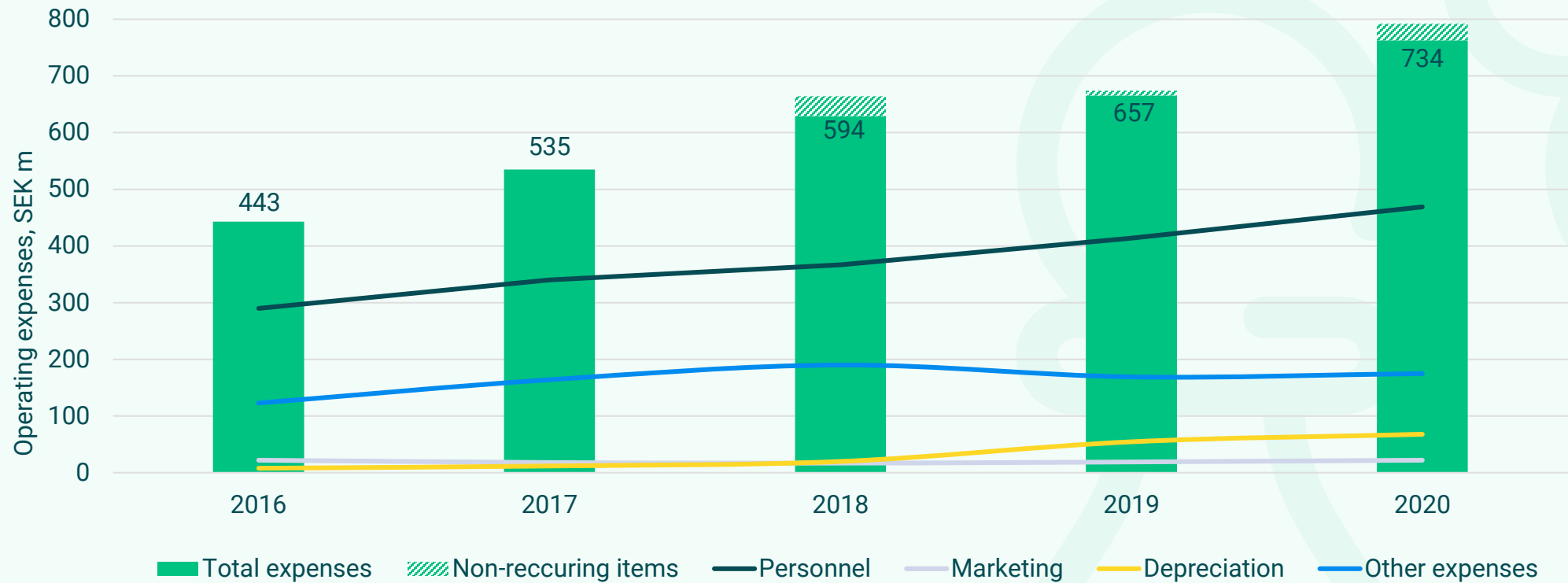
Income split 3M 2021

| | SEK m | % of income |
|---------------------------------------|------------|-------------|
| Shares, bonds, options (transactions) | 439 | 46 |
| Mutual funds | 150 | 16 |
| Net interest income ¹⁾ | 76 | 8 |
| Other ²⁾ | 291 | 30 |
| Total | 957 | 100 |

1) Based on deposits.

2) Mainly currency-related income, but also income from Avanza Markets, Corporate Finance, compensation for distribution, advertising sales, subscriptions and customer's ad-on services.

Annual cost development



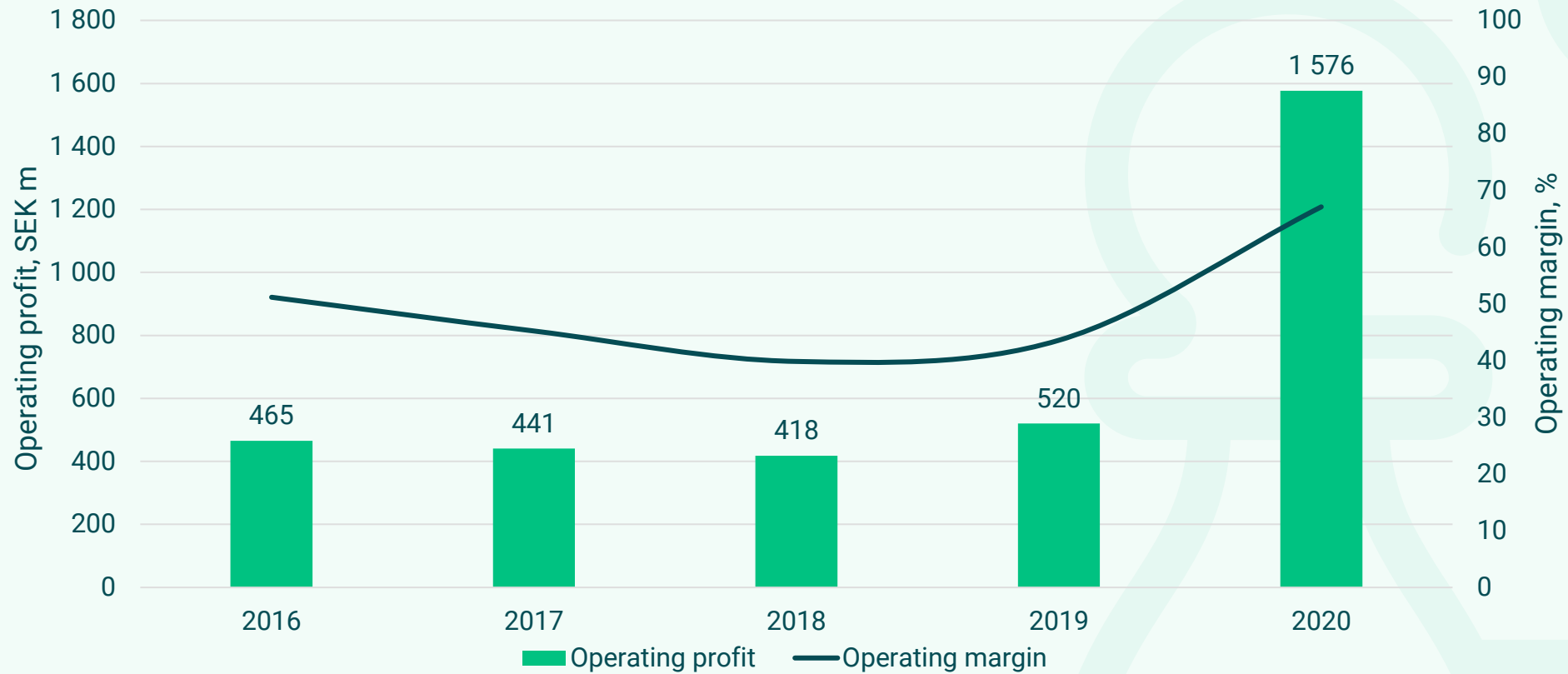
Costs 3M 2021

| | SEK m | % of total costs |
|---|-------------|------------------|
| Personnel | -137 | 68 |
| IT systems and licenses | -23 | 12 |
| External services | -19 | 9 |
| Marketing | -9 | 5 |
| Depreciation | -17 | 8 |
| Other ¹⁾ | 3 | -1 |
| Total costs before credit losses | -202 | 100 |
| Credit losses, net ²⁾ | 1 | |

¹⁾ Including one-off reversed write-down of SEK 10 million.

²⁾ Reported credit losses are attributable to calculations of expected credit losses according to IFRS9.

Operating margin at extreme levels



Balance sheet, 31 March 2021

| Assets | SEK m | Liabilities & equity | SEK m |
|--|----------------|---|----------------|
| Lending to credit institutions ¹⁾ | 6,547 | Deposits | 48,765 |
| Lending to the public | 18,327 | Liabilities in insurance operations | 179,688 |
| Bonds | 25,087 | Other liabilities | 1,900 |
| Assets in insurance operations | 179,686 | Shareholders' equity | 3,670 |
| Other assets | 4,376 | | |
| Total assets | 234,022 | Total liabilities and shareholders' equity | 234,022 |

Comments

- Mainly self-financed through shareholders' equity and customer deposits
- Surplus-liquidity of SEK 33,213m invested in covered bonds, at the Riksbank and O/N (including SEK 1,579m deposits in client fund accounts)
- The value of the insurance liabilities tracks the value of the insurance assets since the policyholders bear the direct investment risk. No products with guaranteed return is offered

1) Including balances at central banks and treasury bills eligible for refinancing.

Strong capital position with additional distribution power after dividend pay-out

| | 31 March 2021 | 31 December 2020 |
|---|------------------|---------------------|
| Total capital requirement, % ¹⁾ | 13.4 | 13.5 |
| Capital requirement buffer, % | 10.5 | 10.9 |
| Total capital ratio, % | 23.9 | 24.4 |
| | | |
| Leverage ratio,% ²⁾ | 4.3 | 4.9 |
| | | |
| Additional distribution power for 2020, 2.95 SEK/share, SEK m | | 457 |

1) Including external buffers and Pillar 2 requirements.

2) Requirement of 3%, as of June 2021. Q1 results not included.

Historical financial key data 2001 – Q1 2021 is available in Excel at: avanza.se/keydata

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