

# Industry Positive on New EU Regulation for Increased Investor Protection

**On November 10, a new EU regulation came into effect that requires all providers of loan- and equity-based crowdfunding in Sweden and the rest of the EU to have authorization from a European authority. This regulation, aimed at strengthening investor protection, has been met with positive reactions within the industry.**

"The new EU regulation is a significant advancement for the industry as it strengthens investor protection and contributes to a more transparent and reliable financing market," says Ludwig Pettersson, CEO of SaveLend Group.

The new regulation not only contributes to protecting investors by strengthening investor protection but also simplifies and streamlines the market through a unified regulatory framework. For Swedish companies, this also means an opportunity to compete on equal terms throughout the EU. For SaveLend Group, as well as other market players such as Tessin and Kameo, the new rules provide an opportunity to further strengthen their position.

"We are ready, and we warmly welcome the regulation as it increases investor protection and prevents unscrupulous actors from establishing themselves," says Sebastian Harung, CEO and founder of Kameo.

"This is good news for both the industry and our investors, paving the way for a safer investment process. At Tessin, we have had permission from the Financial Supervisory Authority since this spring for our operations in accordance with the new regulation," says Heidi Wik, CEO of Tessin Nordic Holding AB.

"We welcome this harmonization of regulations. It creates a level playing field for all actors within loan- and equity-based crowdfunding in the EU," concludes Ludwig Pettersson, CEO of SaveLend Group.

## For further information:

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**About SaveLend Group:**

SaveLend Group AB, 559093-5176, is a fintech company with approximately 75 employees and offices in Sweden, Finland and Poland. The business is based on the savings platform SaveLend and the billing platform Billecta.

The savings platform makes it possible for savers to get yield through saving in credits, such as SME, real estate, consumer credit and factoring in both SEK and EUR. The billing platform consists of a complete billing system containing, among other things, accounts receivable, notification and financing solutions.

**Attachments**

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