

## **Avanza intends to enter collaboration with Affärsvärlden to strengthen the news flow to customers**

**To make well-informed investment decisions, savers want more information and a wider range of news and stock analysis. Through the planned collaboration with the Swedish media company Affärsvärlden, Avanza is able to significantly expand this offering.**

Avanza's customers are increasingly asking for news, company analysis and more decision support. Avanza therefore intends to enter into an exclusive collaboration with Affärsvärlden that provides access to twice as many news articles and analyses for Avanza's customers and Placera's readers.

The collaboration with Affärsvärlden that Avanza intends to enter means that the media company Placera will buy all editorial content from Affärsvärlden. Placera Media is today an editorially independent, wholly owned subsidiary of Avanza and one of Sweden's largest economic websites. A collaboration would mean that Placera's editorial team would be shut down.

"Better opportunities for investment analysis are an important part of Avanza's efforts to offer the best platform for savings and investments. Through the planned collaboration with Affärsvärlden, our customers will have access to significantly more news articles and company analysis. I also see the collaboration as a natural step in streamlining the business," says Gustaf Unger, CEO of Avanza.

The change is estimated to be implemented in the fourth quarter and is expected to be cost neutral for Avanza over time, but will initially imply an estimated cost of SEK 8 million. The SEK 8 million is not included in the previously announced cost increase of 9.5% for the year.

For more information, please contact:  
Gustaf Unger, CEO of Avanza  
+46 (0) 72-142 96 53  
[gustaf.unger@avanza.se](mailto:gustaf.unger@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 pocket than with any other bank or pension company. Services include saving in equities, funds and savings accounts as well as mortgages and a strong pension offering. Avanza has over 2 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. For the last 14 years Avanza has won SKI's (Swedish Quality Index) award for the "Year's Most Satisfied Savings Customers". For more information visit: [avanza.se/ir](http://avanza.se/ir)*

### **Image Attachments**

[Gustaf Unger, CEO of Avanza](#)