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Avanza first in Sweden to offer share trading for a commission of only SEK 1

Today Avanza launches its new commission price list for all account types and becomes the first player in Sweden to offer share trading from SEK 1 in commission. The aim is to secure the bank's position as the price leader in the market and to offer a larger number of savers the possibility of trading in shares.

"We have become the largest Swedish bank on the Stockholm stock exchange measured in number of transactions. We wish to utilise this advantage of scale to make it also possible to trade in single shares without needing to pay more than SEK 1 in commission. Hopefully this can attract new and more savers to the share market," states Martin Tivéus, CEO at Avanza.

The trend shows clearly that more and more people choose to trade smaller blocks of shares. During the last five years the volume of contract notes has decreased by 25 percent according to Avanza's internal statistics. But few people trade really small blocks of shares as the commission eats up a large part of the capital. Today, someone trading via a major bank pays at least SEK 69-99 in commission.

The commission to purchase one share in H&M at a share price of SEK 275.00 with Avanza compared with the major banks is illustrated below:

Company	Commission in SEK
Avanza	1
Handelsbanken	99
Nordea	99
SEB	69
Swedbank	99

The possibility of trading for SEK 1 in commission applies from today as regards all lists on the Stockholm stock exchange and First North, and for all account types at Avanza, including endowment insurance and ISK. Avanza also offers all of its customers, as the only Swedish bank, access to real time updated share price information, without cost.

The new price list contains four different categories of commission so that each customer can choose the category best suited to their trading pattern. For the customers trading in large blocks, the commission is never greater than SEK 99, regardless of the volume (see attachment 1 below).

The attached price comparison (attachment 2) shows the commission for share transactions for eleven different transaction amounts between SEK 100 and SEK 10 million.



For further information, please contact:

Martin Tivéus, CEO Avanza
 070-861 80 04
martin.tiveus@avanza.se

Attachment 1. Price list for share trading on the Stockholm stock exchange and First North.

Commission category	Mini	Small	Medium	Fixed Pris
Minimum commission	SEK 1	SEK 39	SEK 69	SEK 99
Variable commission	0.25%	0.15%	0.069%	-
Description	Trade in shares for SEK 1 in commission per order, up to SEK 400, thereafter variable commission of 0.25%.	Trade in shares for SEK 39 in commission per order, up to SEK 26,000, thereafter variable commission of 0.15%.	Trade in shares for SEK 69 in commission per order, up to SEK 100,000, thereafter variable commission of 0.069%.	Never pay more than SEK 99 in commission per transaction.
Target group	For customers wanting to trade in very small blocks.	For customers usually trading in small blocks.	For customers who undertake smaller to medium-sized transactions.	For customers undertaking slightly larger transactions or having a varied volume to their orders.

Attachment 2. Price comparison for share trading on the Stockholm stock exchange and First North.

Transaction amount:	<u>Avanza</u>	<u>SHB</u>	<u>Nordea</u>	<u>SEB</u>	<u>Swedbank</u>	<u>Nordnet</u>	<u>Skandia</u>
SEK 100	SEK 1	SEK 99	SEK 99	SEK 69	SEK 99	SEK 39	SEK 8/18 *
SEK 500	SEK 1	SEK 99	SEK 99	SEK 69	SEK 99	SEK 39	SEK 8/18 *
SEK 1,000	SEK 3	SEK 99	SEK 99	SEK 69	SEK 99	SEK 39	SEK 8/18 *
SEK 5,000	SEK 13	SEK 99	SEK 99	SEK 69	SEK 99	SEK 39	SEK 8/18 *
SEK 10, 000	SEK 25	SEK 99	SEK 99	SEK 69	SEK 99	SEK 39	SEK 25
SEK 50, 000	SEK 69	SEK 99	SEK 99	SEK 69	SEK 99	SEK 75	SEK 69
SEK 100,000	SEK 69	SEK 99	SEK 99	SEK 90	SEK 99	SEK 99	SEK 69
SEK 500, 000	SEK 99	SEK 450	SEK 99	SEK 450	SEK 450	SEK425	SEK 275
SEK 1,000 ,000	SEK 99	SEK 900	SEK 99	SEK 900	SEK 900	SEK850	SEK 550
SEK 5, 000 ,000	SEK 99	SEK 4, 500	SEK 99	SEK 4, 500	SEK 4, 500	SEK 4, 250	SEK 2 ,750
SEK 10, 000 ,000	SEK 99	SEK 9, 000	SEK 99	SEK 9, 000	SEK 9, 000	SEK 8, 500	5SEK 5,500

*Skandia has a minimum commission of SEK 8 for Large Cap shares; for other lists on the Stockholm stock exchange and First North there is a minimum commission of SEK 18.

Source: The respective banks' web sites as at 23 October 2014. The comparison refers to ordinary price categories available for all account types without a volume requirement, such as a minimum level of activity or savings .

About Avanza:

Avanza is an Internet bank founded in 1999. The Parent Company, Avanza Bank Holding AB (publ), is listed on the Stockholm Stock Exchange. Avanza's vision is that as a customer you will have more money in your pocket than if you banked with other banks or institutions. The services include, amongst other things, saving in shares, funds, savings accounts and a strong pension offering. Avanza has more than 355,000 customers and more than SEK 130 billion in savings capital. This is equivalent to just over 2 percent of the Swedish savings market. Avanza is the largest in terms of the number of transactions of Swedish banks on the Stockholm Stock Exchange. During the last four years Avanza has won SKI's (Swedish Quality Index) award, "Year's Most Satisfied Savings Customers". For more information visit: www.avanza.se.