

Press release 2021-08-20

Nordnet turns 25 years

Today, Nordnet turns 25 and celebrates its birthday by offering their customers to invest commission free in 25 popular shares.

Nordnet started business on August 20 1996, as a pioneer in the Nordics within online brokerage. The business initially consisted of trading in Swedish shares aimed at the Swedish market. Over the years, Nordnet has developed from a Swedish online broker into the leading Nordic digital platform for savings and investments.

With the aim of democratizing savings and investments, Nordnet has been a driving force in improving the conditions for savers in the last 25 years, by lowering prices, launching innovative products and fighting for, among other things, free transfer of pension savings and a reasonable taxation for owning shares and funds. Today, Nordnet has 1.5 million customers with over 700 billion SEK in savings capital. The company has around 700 employees in Sweden, Norway, Denmark and Finland.

- Nordnet was founded 25 years ago as a side business to Öhman Fondkommission. We were excited by the opportunities that internet could add to equity trading, and one of the companies we were inspired by was the American online broker Charles Schwab. I clearly remember how proud we were when we first made a hundred trades in one day. A lot has happened since then and I would like to say a big thank you to all our customers and employees that made this incredible journey possible, says Tom Dinkelspiel, chairman of the Board of Nordnet.
- The savings landscape has changed tremendously in the last 25 years. Shares, funds and pension have become easy to access, cost-effective and simple. Nordnet has been a driving force in this change, and we look forward to continuing to improve our customer's financial future with saver-friendly products and services, says Lars-Åke Norling, CEO of Nordnet.

Nordnet celebrates its 25th anniversary together with its customers by offering commission free investing in 25 popular shares from the Nordic countries and the USA on 20 August. The campaign includes shares such as Investor, Volvo, Norwegian, Novo Nordisk, Fortum, Nordea, Tesla, Apple and Microsoft. More information about the shares traded without commission can be found here: <https://www.nordnet.se/se/kampanjer/nordnet-25>

For more information, please contact:

Johan Tidestad, Chief Communications Officer
Phone: +46 708 875 775
E-mail: johan.tidestad@nordnet.se