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Nordnet's app receives Red Dot Design Award

Nordnet has been awarded the prestigious Red Dot Design Award. The prize was awarded to Nordnet in the category "Mobile Apps" and the subcategory "Finance."

The Red Dot Award is one of the world's largest and most respected design competitions, awarded annually by the German organization Design Zentrum Nordrhein Westfalen. The award was founded in 1955, and the jury consists of 32 international and independent design experts. The jury's assessment criteria include functionality, aesthetics, degree of innovation and sustainability.

"Red Dot is one of the highest honors in product design, and being given this recognition proves that we have succeeded in creating a truly strong mobile user experience for Nordic savers. We develop our design in close collaboration with customers and aim to offer broad functionality tailored for both new savers and more experienced investors," says Rasmus Järborg, Chief Product Officer and Deputy CEO at Nordnet.

The mobile app is a central part of the user experience at Nordnet, and around 1.5 million of Nordnet's 2.2 million customers use the app. Mobile is by far the dominant login channel, with 88 percent of all logins taking place via the app. Trading activity continues to grow, and the distribution of trades between the app and the website is currently 55 percent via the app and 45 percent via the website. The most popular features in the app are searching for information on specific stocks or funds, as well as accessing the account overview for a quick view of savings. 66 percent of users have an iPhone, while 21 percent use Samsung.

"Nordnet's mobile app is under continuous development, and on average we release a new version twice a week. Most recently we have added algorithmic orders, trading on eight new European exchanges, pre-market trading in US stocks and the ability to set individual savings goals," says Rasmus Järborg, Chief Product Officer and Deputy CEO at Nordnet.

Further information about the competition and the award can be found at www.red-dot.org. More information about Nordnet's mobile app is available at www.nordnet.se/se/tjanster/handelsapplikationer/nordnet-app.

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