Press release 2026-09-15

Nordnet and ABG Sundal Collier launch joint venture, introducing next-generation Private Banking offering

Nordnet and ABG Sundal Collier (ABGSC) have entered into a strategic partnership to create a new offering within Private Banking. By combining Nordnet's leading digital platform with ABGSC's expertise in advisory, portfolio management, and research, a new player is established that gives the retail market access to institutional-quality financial services. Operations are expected to launch in Sweden in 2027, with a subsequent rollout across the Nordic region and in other markets where the companies operate.

Nordnet is the leading platform in the Nordic region for savings and investments, offering a broad range of equity trading, fund savings, pensions, and lending, along with a wide selection of digital tools for decision support and inspiration. ABGSC is a leading Nordic independent investment bank, currently providing advisory, discretionary portfolio management, and research services through its Private Banking division. The parties are now launching a joint venture aimed at creating a market-leading Private Banking service for private individuals.

"Nordnet aims to expand significantly within the segment of customers who demand advisory and portfolio management services. In ABGSC, we have found the perfect partner to create the next-generation Private Banking offering. This collaboration unites the best of two worlds – Nordnet's leading digital platform and ABGSC's expertise in research and portfolio management. Together, we can create an offering that is considerably stronger than the sum of its parts," says Rasmus Järborg, CEO of Nordnet.

The new company will be owned in equal parts by Nordnet and ABGSC. The Board of Directors will have equal representation from both companies alongside an independent director. Jonas Ström, former CEO of ABGSC, will serve as Chairman of the Board. The operational launch in Sweden is planned for 2027, with an estimated initial headcount of 15–20 employees. Martin Ringberg, former Country Manager Sweden at Nordnet, will assume the role of CEO for the new company.

"We have for some time considered how to unlock the full potential of our Private Banking franchise. Our strategy is to focus ABGSC's resources on areas where we have clear strengths. With Nordnet, we believe we have found the ideal partner to create a leading force in Nordic Private Banking. Together we are building a compelling platform for future growth, innovation, and long-term value creation," says Kristian B. Fyksen, interim CEO of ABGSC

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