

BlueStep Bank

BlueStep has been approved to become a bank

BlueStep has been authorized to conduct banking operations. This has been approved by the Swedish Financial Supervisory Authority. Therefore, BlueStep Finans AB (publ) is changing its name to BlueStep Bank AB (publ).

BlueStep introduced its mortgage offering in 2005 in Sweden and in 2010 in Norway, and has since helped people in both countries, who for various reasons have been refused a mortgage loan by the traditional banks.

BlueStep is Scandinavia's leading specialist lender and offers loans to individuals who cannot access traditional bank loans. The license to conduct banking business marks a new milestone for BlueStep and the business growth ambitions.

"We are pleased to conclude this process. The license is expected to strengthen the company's position in the Swedish and Norwegian markets", says **Öyvind Thomassen**, Chief Executive Officer of BlueStep Bank.

BlueStep will continue to develop its niche mortgage product, as well as its personal loans and deposit accounts, but does not have the ambition to compete directly with traditional banks for mortgage customers.

"We are a complement, not a competitor. We help customers who, for one reason or another, do not get loans from traditional banks and we see an increasing need for alternative solutions", continues Öyvind Thomassen.

BlueStep have registered a change of company name to BlueStep Bank AB (publ) to the Swedish Companies Registration Office (Bolagsverket).

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BlueStep Finans AB (publ) is a Swedish credit market company. We focus on helping people that for some reason cannot get a loan from a traditional bank. At BlueStep we do not judge anyone based on their history. We believe in the power of individuals and their future possibilities. BlueStep offers both lending products and deposits. We have been operating since 2005 and in total we are approximately 200 employees. BlueStep headquarters is located in Stockholm, we have an office in Helsingborg and a branch office in Oslo, Norway. BlueStep is licensed by the Swedish Financial Supervisory Authority (Finansinspektionen).