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## Safello Launches Content Section in the App To Increase Crypto Knowledge

Stockholm, 11 April 2022 | Sweden's leading crypto broker [Safello](#) launches a new content section in the app, which is part of a larger content initiative. From today, all app users can watch the popular podcast Konsensuspodden, which covers topics within economy and blockchain technology, meet interesting international guests in The Safello Show and deep dive into articles produced by Bitcoin.se who is the leading educational portal on cryptocurrencies in Sweden. The initiative is part of Safello's strategy to increase knowledge about cryptocurrencies, blockchain technology and Web3 in the society.

The new content section brings together interesting talks and articles from leading experts in Sweden and internationally. The goal is to create an attractive mix that is suitable for both new users who want to learn more about crypto, but also for experienced users who want to immerse themselves in specific topics.

“We have a great opportunity to reach out with our crypto knowledge and at the same time make Safello's app a natural place to discover and learn more about crypto. The initiative follows our mobile first strategy and creates the best conditions for users to engage in the content,” says Frank Schuil, CEO and co-founder of Safello.

- Konsensuspodden is top 6th most listened tech podcast on Apple and one of Sweden's largest podcasts in crypto with thousands of listeners every month. Konsensuspodden is the oldest running crypto podcast in Sweden and Safello has an ongoing collaboration since 2020.
- Since 2012, Bitcoin.se has been Sweden's leading educational portal for information and news about Bitcoin, cryptocurrencies, blockchain technology and economics.
- The Safello Show is Safello's own live stream that covers interesting topics with prominent guests and companies from the crypto world.

To get access to the new content section you need the latest version of the app. Available in App Store or Google Play.

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**Safello** is Sweden's leading online cryptocurrency brokerage with the goal to make crypto accessible to everyone. Safello offers a secure way to buy, sell and store crypto in seamless transactions at industry-leading speeds. Operating in Sweden, Safello has been registered as a financial institution with Finansinspektionen (Swedish Financial Supervisory Authority) since 2013 and is listed at Nasdaq First North Growth Market since 2021. For more information visit [www.safello.com](http://www.safello.com).