

# Press release

4 April, 2017

## Swedbank and Mina Tjänster enter a partnership

**Swedbank is investing in the fintech company Mina Tjänster (“My Services”). Mina Tjänster’s personal finances app, which is currently available in Swedish, makes it easier for people to manage their subscriptions to the services they use in their everyday lives. The tool helps users to find the best option for subscribed services such as mobile phone subscriptions, home electricity agreements, insurance policies and streaming services. Swedbank’s customers will get access to the tool thanks to Swedbank’s investment and the partnership between Swedbank and Mina Tjänster.**

Mina Tjänster was launched in 2016 by Jonas Karles, Marcus Lönnberg and Joakim Sjöblom. Today the app has more than 50,000 users. During its first year of service, Mina Tjänster saved its users more than SEK 15m by recommending options in 10,000 cases where users wanted a better subscription.

“The goal of this partnership is to create added value for Swedbank’s customers. Mina Tjänster’s smart technical solution makes it possible for people to get a better overview and better control of their private finances. We’re very excited to be starting the process to bring Mina Tjänster to our 4 million private customers in Sweden,” says Emma Heimonen, Head of Digital Innovation at Swedbank.

Mina Tjänster doesn’t just compare prices; its recommendations for subscribed services also take into account customer service, environmental impact and quality. That makes each recommendation personal.

“We are very pleased to be entering this partnership. With Swedbank, we are getting a reliable cooperative partner and the opportunity to offer our service to millions of Swedish households. We chose Swedbank because we share the same mission – a sound and sustainable financial situation for the many households,” says Joakim Sjöblom, co-founder, Mina Tjänster.

This is Swedbank’s first investment in a fintech company. Now Swedbank will start the process of making Mina Tjänster available via the bank’s digital channels.

### For further information:

Claes Warrén, press contact, Swedbank, tel +46 70 375 00 54

See also <https://minatjanster.se>