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ABG Private Banking awarded “Challenger of the Year” by Privata Affärer

ABG Sundal Collier’s (“ABGSC”) private banking operation, ABG Private Banking, has been named *Challenger of the Year* by the Swedish financial magazine Privata Affärer.

ABG Private Banking was launched during the summer and has seen remarkable interest from prospective clients both ahead of and following the launch. The motivation, by Privata Affärer, for the award is: ABG Private Banking’s objective is to provide the tools and investment opportunities typically available to institutions, combined with personalised advice tailored to private investors.

“This truly validates the vision we had when launching ABG Private Banking,” says Jonas Ingerdal Predikaka, Head of Private Banking at ABGSC. “We set out to challenge traditional private banking by offering objective and client-centric advice, greater transparency, and an idea-driven approach, and this award clearly shows that we are succeeding.”

Commenting on the recognition, Jonas Ström, CEO of ABG Sundal Collier, adds:

“Receiving this recognition underscores the strength of our long-term strategy and the quality of our team. We set out to build a modern, client-centric private banking offering, and this award confirms that we are on the right trajectory. I am proud of what the team, backed by the ABGSC organisation, has achieved, and we remain committed to delivering exceptional value to our clients.”

The award recognises new market entrants and was founded in 1991. The jury is chaired by Privata Affärer’s Fredrik Lindberg and comprises a group of highly experienced industry professionals. In addition to Lindberg, the panel includes Agnetha Jönsson, banking analyst at Dagens industri; Claudia Wörmann, independent personal finance expert; and Jan Lindroth, independent financial journalist.

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