

Company presentation

Handelsbanken post IPO seminar
November 2021



Nordnet

This is Nordnet

We exist to **democratise** savings and investments

762bn

Savings capital
SEK as of October 2021

1.56m

Active customers in
4 Nordic countries as of October 2021

71m

On-exchange trades
in LTM 9M 2021

#1 pan-Nordic digital savings and investment platform



NPS position in Nordics

#1 NPS position vs key competitors with #1 rank in DK, FI, NO; #2 in SE



Market share in Nordics

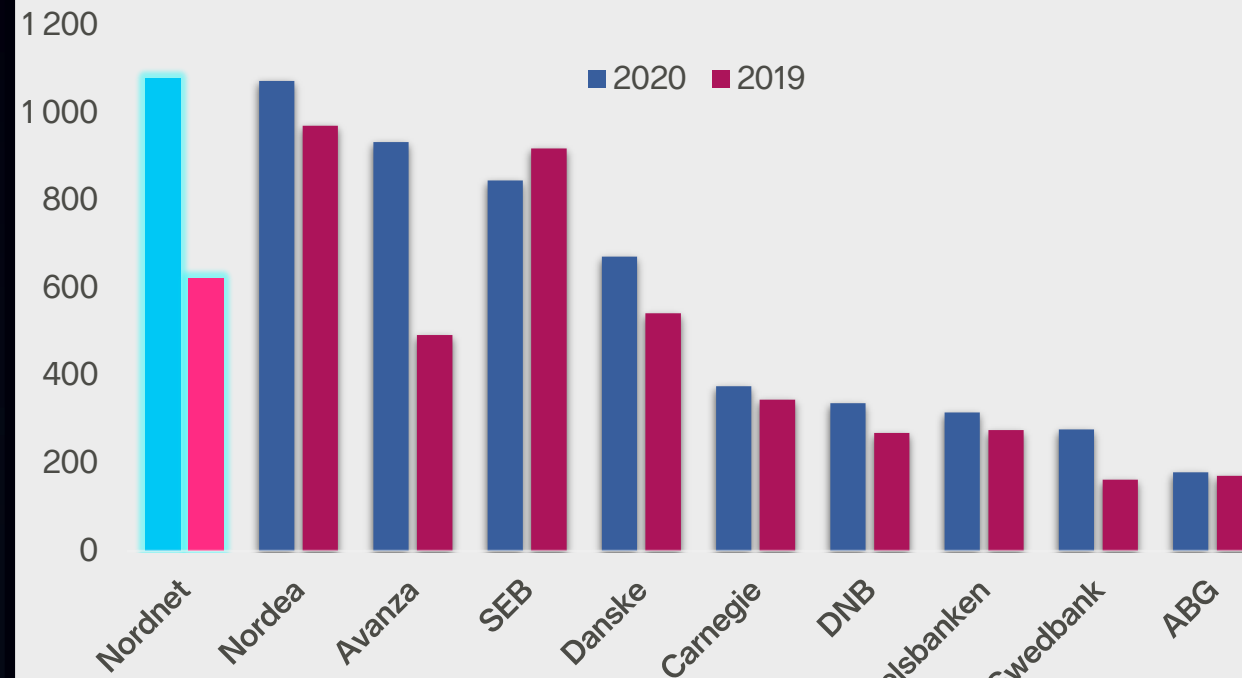
#1 market share of addressable market among Nordic online platforms



Nordic broker

#1 domestic broker on Nordic exchanges 2020

Total turnover on Nordic exchanges 2020 (SEKbn)



Source: NASDAQ Nordic, Oslo Børs, Riksbanken (for FX).

Note: Oslo Børs 2020 is Nov-2019 to Nov-2020 due to a change of disclosure following acquisition by Euronext

ASPIRATION

#1 choice for Nordic savers and investors



“The Nordic’s most satisfied customers enabled by a state-of-the-art platform for all their savings and investment needs.”

Building the best platform for savings and investments

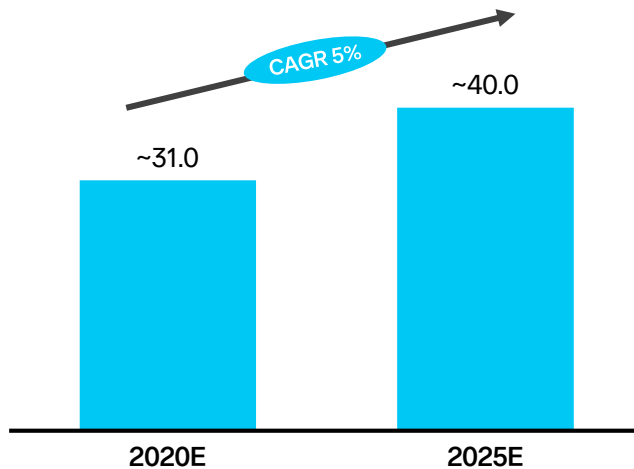
“Through leading UX, cutting-edge financial products, automated and inspiring customer journeys as well as passionate staff, we are building the best platform for savings and investments – enabling higher returns.”



We operate in an attractive market with strong and sustainable growth prospects

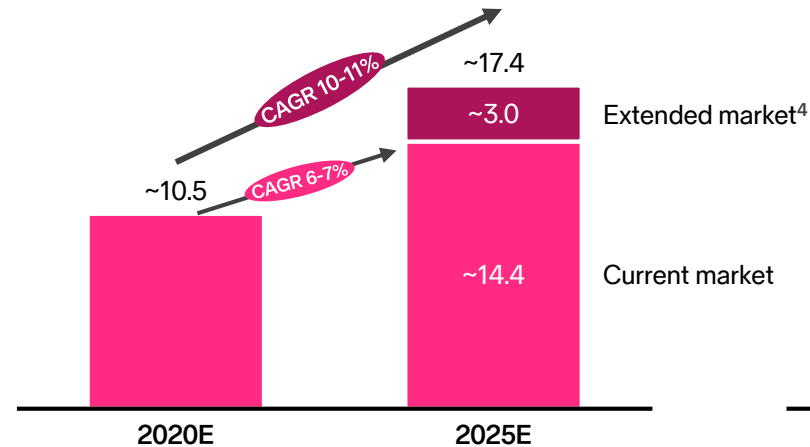
Consistent growth in the Nordic savings market...

Savings capital (SEKtln)



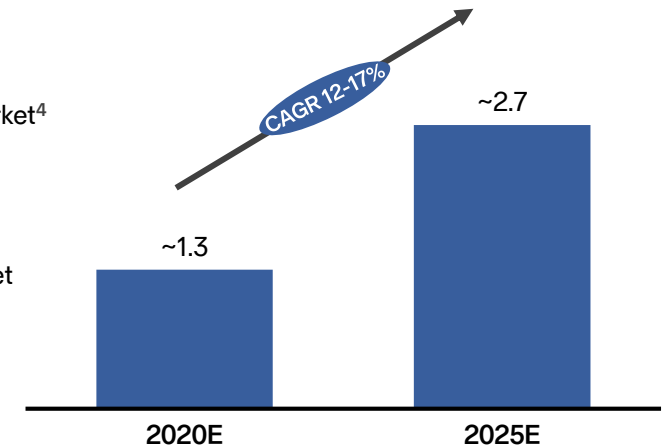
...with Nordnet's addressable market¹ growing faster...

Savings capital (SEKtln)



...and digital platforms² significantly outgrowing the market

Savings capital (SEKtln)



Significant growth potential for Nordnet with only ~5% market share of the addressable market³

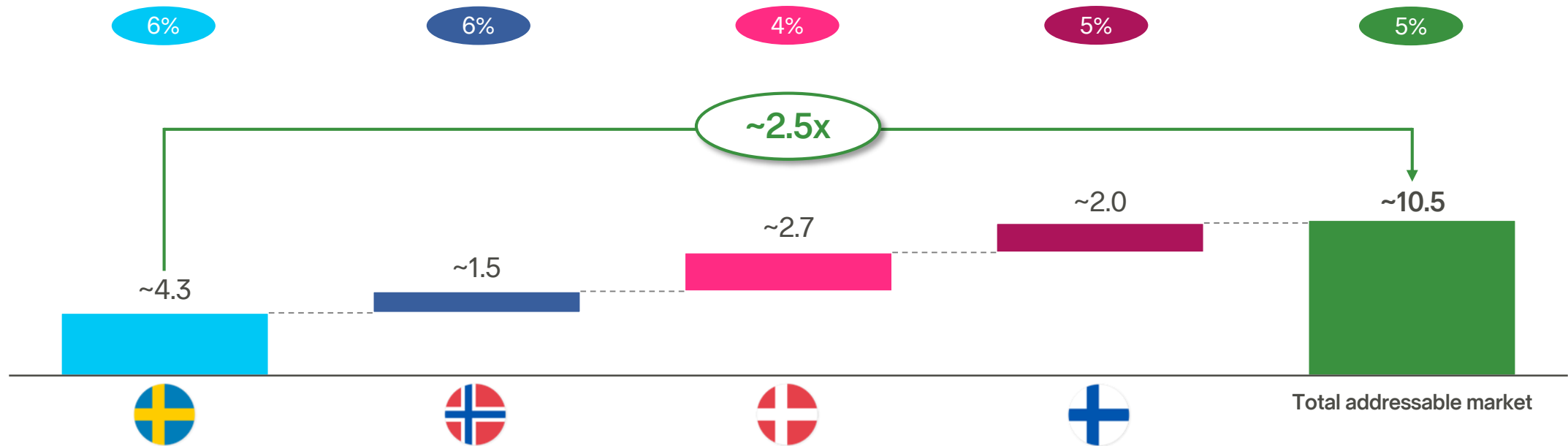
Source: Leading third party management consulting firm. (1) Addressable market defined as the estimated part of the overall Nordic savings market that Nordnet caters to with its current product offering; (2) Savings capital of Nordnet, Avanza, Saxo, Pareto and Sbanken; (3) Based on Nordnet's 2020 savings capital of SEK565 bn and addressable market of SEK10.5 bn; (4) Extended market include EPK Norway, DK Livrente and FI insurance wrapper

Strong growth runway across the Nordics

Addressable market size and Nordnet's market share by country 2020¹

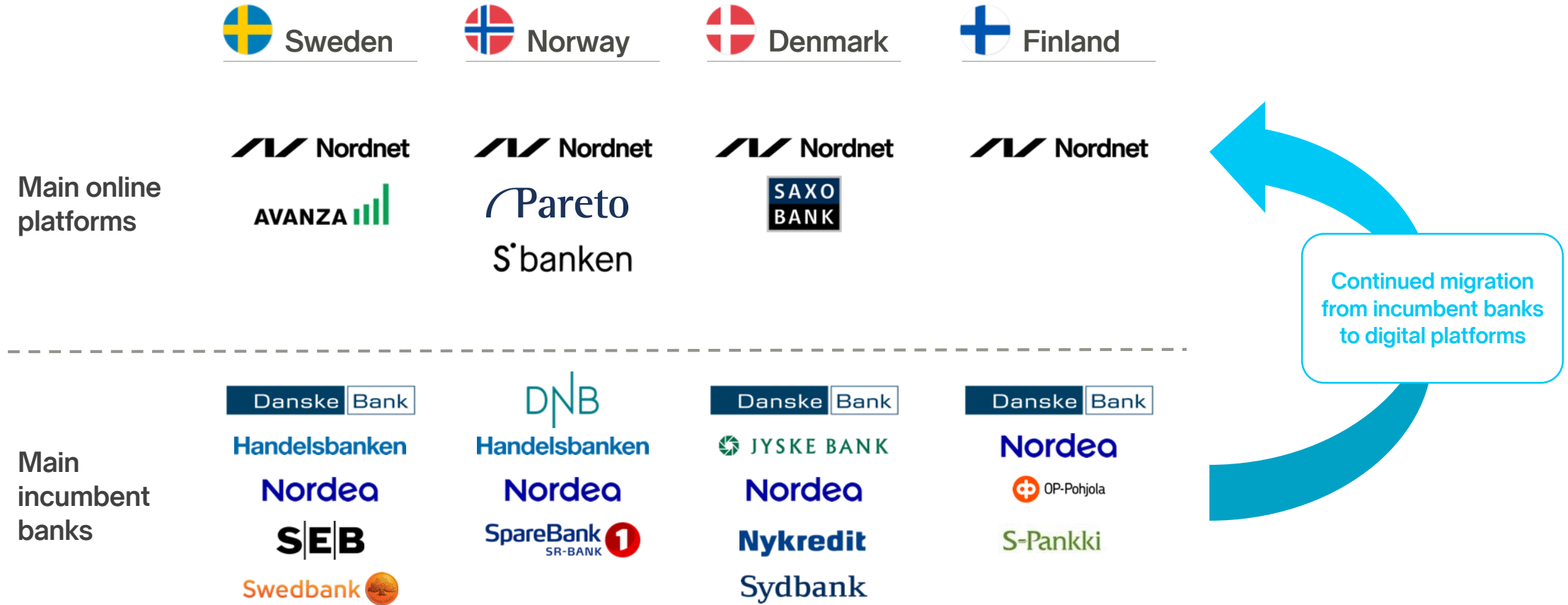
SEKtln

Market share



(1) Source: Leading third party management consulting firm. Addressable market defined as the estimated part of the overall Nordic savings market that Nordnet caters to with its current product offering

Nordnet competes primarily with online platforms and incumbent banks



We have been building our competitive moat for more than two decades

Operating in all four Nordic markets with...

Strong and trusted brand

Local presence with localized offerings

Operating at scale

Fully licensed and regulated

Leading customer proposition based on...

One stop shop for savings and investments

Product innovation

Competitive pricing

Leading social investment platform

Nordnet has three main customer groups

Share of September 2021 savings capital (%)

<p>Savers¹ (41%)</p>	<p><i>“Do it for me”</i></p>	<ul style="list-style-type: none"> ▪ Savers set aside small amounts of money each month, which over time can grow into a meaningful buffer ▪ Savers have a long-term horizon and tend to save in mutual funds
<p>Investors¹ (50%)</p>	<p><i>“Help me do it”</i></p>	<ul style="list-style-type: none"> ▪ Investors place larger amounts in the market and have a portfolio of several investments ▪ Investors are involved in what’s happening in stock markets and like learning various investment strategies and analysis
<p>Traders¹ (9%)</p>	<p><i>“Do it myself”</i></p>	<ul style="list-style-type: none"> ▪ Traders participate in short-term daily trading of exchange-traded products. They trade to capitalise on swings in pricing. ▪ Traders use different trading strategies, leverage and shorting to amplify returns

One-stop shop for savings and investments

					
Securities brokerage	✓	✓	✓	✓	Shares, bonds, warrants, options, futures, ETFs, ETPs, certificates
Funds	✓	✓	✓	✓	>2,000 mutual funds, index funds, hedge funds, fund-of-funds as well as fund guidance and advisory
Pension	✓	✓	✓		Stock lending, endowment insurance, individual pension, occupational pension
Margin lending	✓	✓	✓	✓	Margin lending with securities as collateral
Retail lending	✓				Market leading ¹ own mortgage and distributor of third party mortgage as well as unsecured personal loans
Social investing	✓	✓	✓	✓	Leading Nordic social investment platform through Shareville

(1) Based on interest rate (0.65%) offered to select customers to qualifying Private Banking customers with savings capital >SEK15m

Best in class user experience in our channels



NEXT web application
NEXT released in 2019

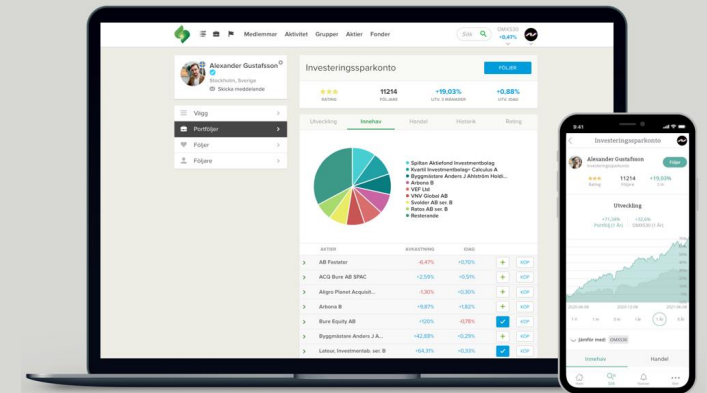
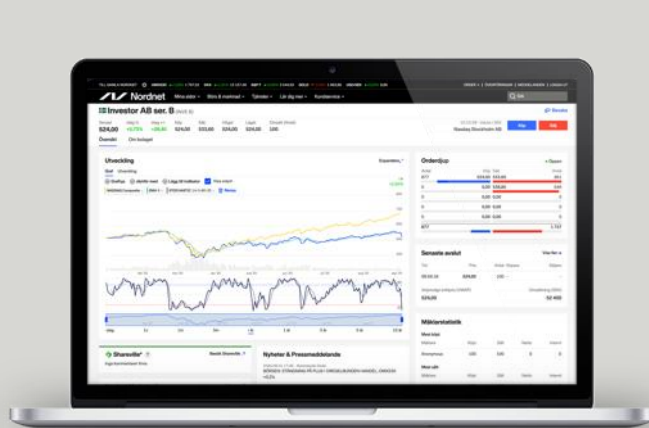
New Nordnet app
New app released 2H 2018



Infront Web / Active Trader
Third party applications for trader segment



Shareville
Social investment community with >285,000 accounts shared



Shareville – leading social investment platform driving customer engagement

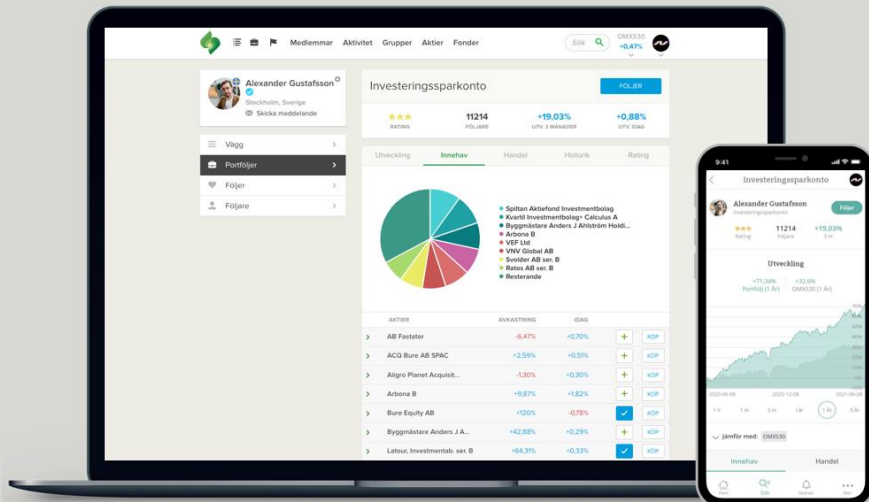


>292,000
accounts
shared

2.1x
commission¹

2.3x
commission
per new
customer¹

1.7x
traded
value¹



Customer acquisition and retention

- Customers can share and discuss investment ideas with each other
- Creates loyalty, stickiness and customer satisfaction

Customer engagement

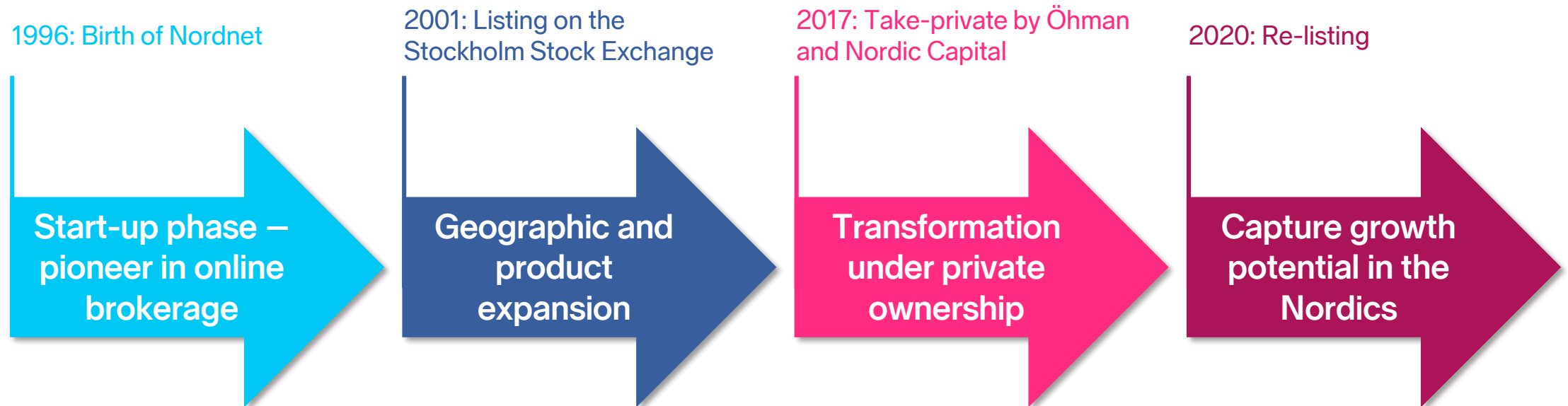
- Share trading ideas within the community
- Allows users to follow and emulate the portfolios of top performers

Will be integrated with Nordnet main web and app

- Extensive design research conducted
- Build and integration project has commenced

(1) Shareville members vs. non-Shareville members

We have worked hard to perfect our digital platform for savings and investments since 1996



Key highlights since IPO



+409 800 customers¹ (+60%²)



+301bn in AuM³ (+101bn in Net savings¹)



71.5 million trades¹ (+38%²)



EPK, digital mortgage, Tech index fund



Own fund company application



99.9% uptime



All-time high NPS

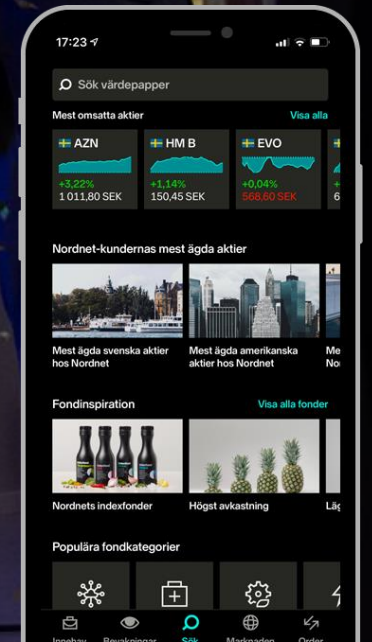
+50% Income
+5% Costs⁴
+91% PBT
(LTM 9M
2021 vs 2020)



red dot winner 2021

New channel features:

- Article 8/9 ratings
- Buy/sell dots
- Get started flow
- New fund pages
- Price alerts
- ...and many more



(1) LTM 10M 2021 (2) LTM 10M 2021 vs LTM 10M 2020.; (3) October 2021 vs October 2020; (4) Adjusted expenses, subtracting SEK99m in LTM 9M 2021 and SEK79m in LTM 9m 2020

Significant investments undertaken to enhance customer experience and scalability...











Rolled out new platform in all countries



Established high pace of new product launches

	Unlisted holdings in endowment wrapper	Fund pricing model, Denmark	Danish aktiespare-konto
	New margin lending model	Platform model, Norway	EPK Norway
	FASK, Finland	ETF instrument page	Digital pension transfer SE
Options in ISK account	New ESG features	Fund guidance	Own tech indexfund
Stock lending, Sweden	Stock lending, Norway	New WL index funds	Swedish language site in FI
2018	2019	2020	2021

Strengthened organisation and management team

- | | |
|--|---|
|  Lars-Åke Norling
CEO |  Martin Ringberg
Country Manager – Sweden |
|  Lennart Krän
CFO |  Anders Skar
Country Manager – Norway |
|  Rasmus Järborg
CPO |  Anne Buchardt
Country Manager – Denmark |
|  Elias Lindblom
CTO |  Suvi Tuppurainen
Country Manager – Finland |
|  Carina Tovi
COO & CHRO |  Johan Tidestad
Chief Communications Officer |

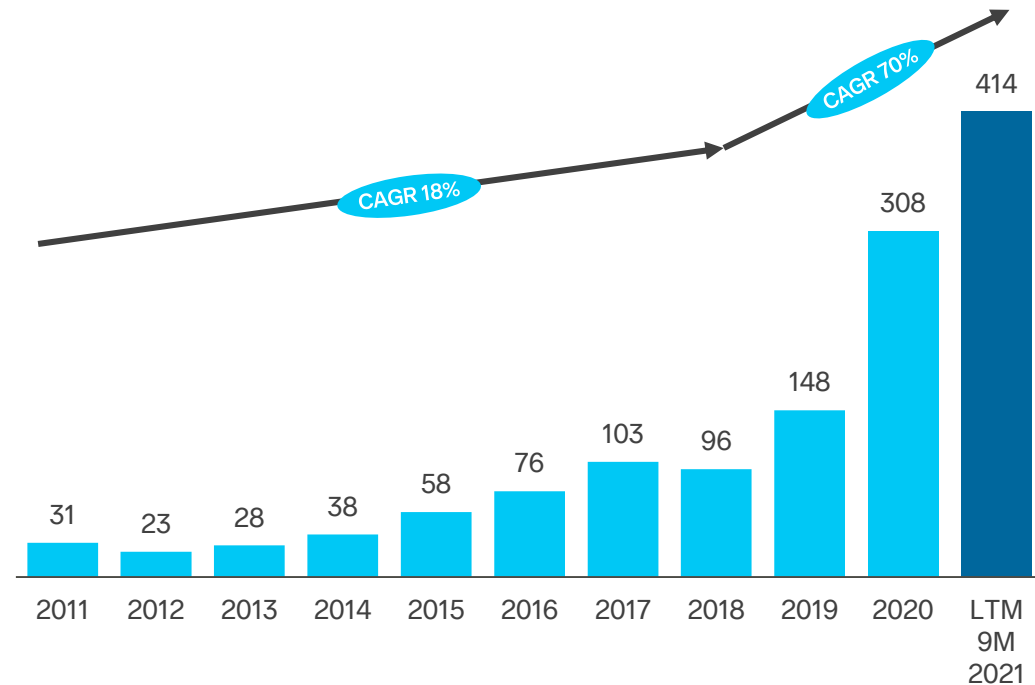
Solidified #1 pan-Nordic market position¹



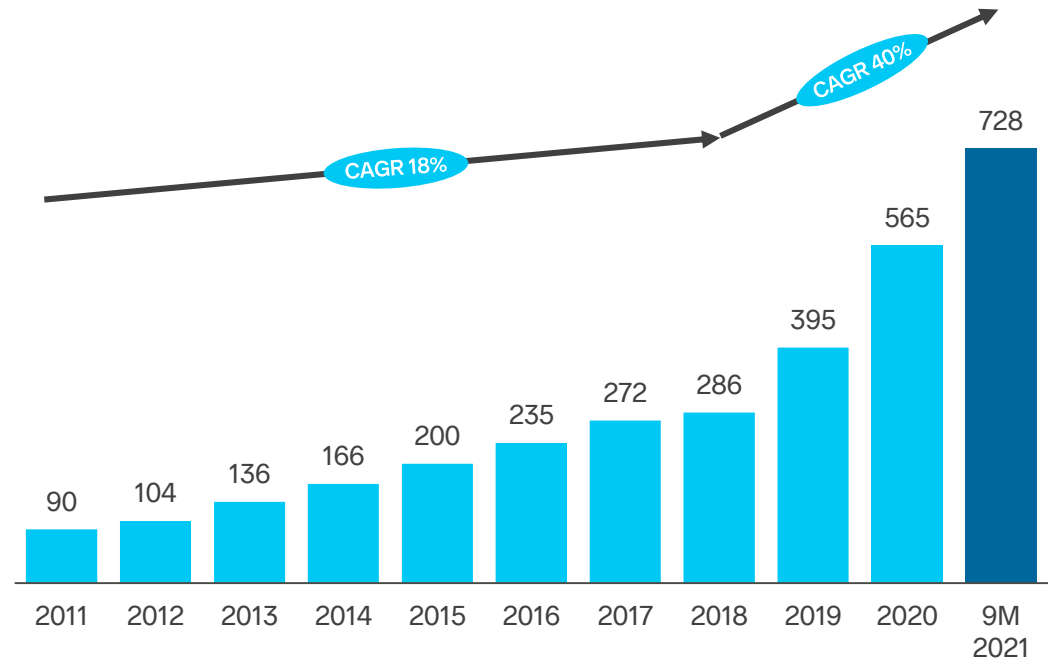
(1) Defined as NPS score vs. key competitor

...that drives acceleration of growth from 2019 onwards

Number of new customers
'000



Savings capital
SEKbn



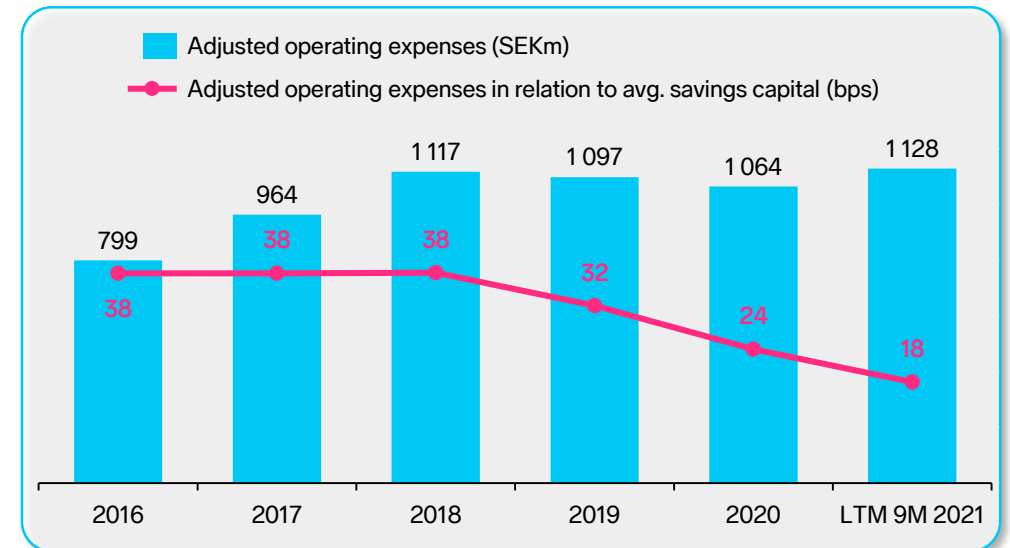
Rigorous focus on cost discipline to drive operating leverage

Key drivers of operating leverage

- ✓ Stringent cost governance
- ✓ Process simplification and automation
- ✓ “Word-of-mouth” marketing
- ✓ Third party spend

Operating leverage drives improvement in cost margin

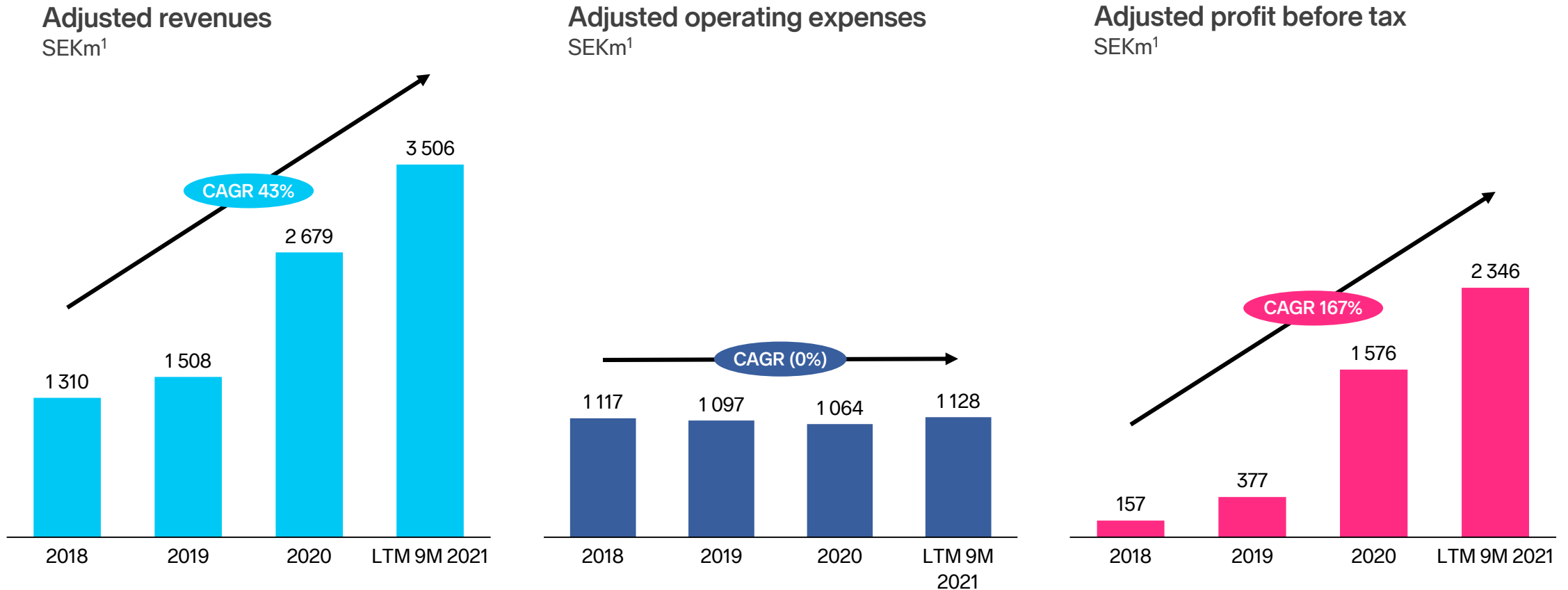
Adjusted operating expenses¹ in absolute terms and in relation to avg. savings capital (bps)²



(1) Adjusted operating expenses; subtracting SEK16m in 2018, SEK65m in 2019, SEK129m in 2020 and SEK99m in LTM 9M 2021. Adjusted operating expenses includes amortisation of PPA intangibles and excludes credit losses.

(2) Based on quarterly average savings capital over the period

Revenue growth together with operating leverage driving significant profit growth



(1) Adjusted revenue, subtracting SEK66m in 2019; (2) Adjusted expenses; subtracting SEK16m in 2018, SEK65m in 2019, SEK129m in 2020 and SEK99m in LTM 9M 2021. Adjusted operating expenses includes amortisation of PPA intangibles and excludes credit losses

We are positioned to be long-term winners

