Company presentation

October 2021



// Nordnet

Introduction to Nordnet



We exist to democratise savings and investments

728bn

Savings capital SEK as of September 2021

1.54m

Active customers in 4 Nordic countries as of September 2021 in LTM 9M 2021

71m

#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

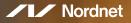


ASPIRATION

#1 choice for Nordic savers and investors

"The Nordic's most satisfied customers enabled by a stateof-the-art platform for all their savings and investment needs."

/// Nordnet



Building the best platform for savings and investments

"Through leading UX, cuttingedge 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."



Clear strategic focus

SAVINGS AND INVESTMENTS

INDIVIDUALS

NORDIC REGION

DIGITAL DISTRIBUTION

Nordnet has three customer offerings targeted at three customer groups

Share of September 2021 savings capital (%)			Retail (43%)	Private Banking ² (45%)	Partner (12%)
Savers ¹ (41%)	"Do it for me"	 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 	17%	12%	12%
Investors ¹ (50%)	"Help me do it"	 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 	25%	25%	0%
Traders ¹ (9%)	"Do it myself"	 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 	1%	8%	0%

Customer offering

Source: Nordnet as of September 2021. (1) The three customer groups are defined based on the number of trades in the last twelve months with "Savers" doing 0-10 trades, "Investors" doing 11-500 trades and "Traders" doing more than 500 trades; (2) Modern holistic Private Banking offering for customers with >SEK2.5m in savings capital

One-stop shop for savings and investments

				ŧ
Securities brokerage	\checkmark	\checkmark	\checkmark	\checkmark
Funds	\checkmark	\checkmark	\checkmark	\checkmark
Pension	\checkmark	\checkmark	\checkmark	
Margin lending	\checkmark	\checkmark	\checkmark	\checkmark
Retail lending	\checkmark			
Social investing	\checkmark	\checkmark	\checkmark	\checkmark

Shares, bonds, warrants, options, futures, ETFs, ETPs, certificates

>2,000 mutual funds, index funds, hedge funds, fund-offunds as well as fund guidance and advisory

Stock lending, endowment insurance, individual pension, occupational pension

Margin lending with securities as collateral

Market leading¹ own mortgage and distributor of third party mortgage as well as unsecured personal loans

Leading Nordic social investment platform through Shareville

Best in class user experience in our channels

/// Nordnet

NEXT web application NEXT released in 2019 New Nordnet app New app released 2H 2018

🔀 Infront

Infront Web / Active Trader Third party applications for trader segment



Shareville Social investment community with >285,000 accounts shared



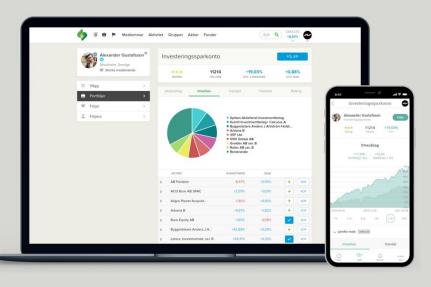






Shareville – leading social investment platform driving customer engagement







Customer acquisition and retention

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

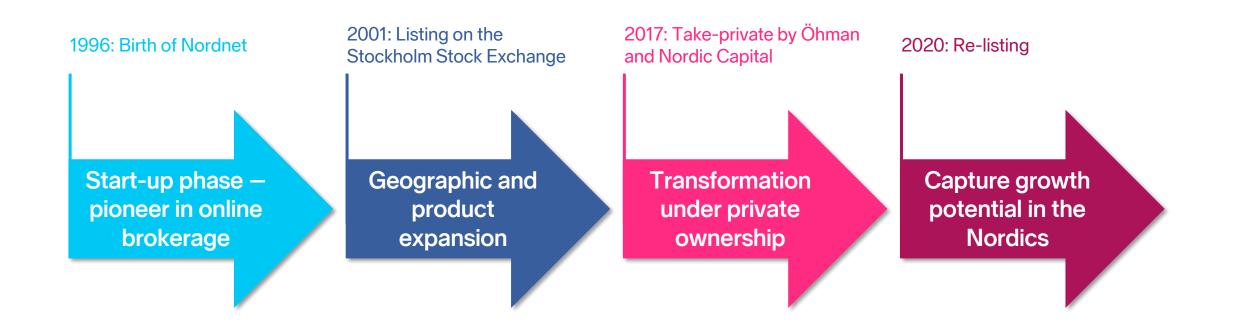
Customer engagement

- 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

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



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

Rolled out new platform in all countries



Strengthened organisation and management team



Lars-Åke Norling CEO



Lennart Krän CFO



Rasmus Järborg CPO

Elias Lindblom



Carina Tovi

CTO



Martin Ringberg Country Manager – Sweden

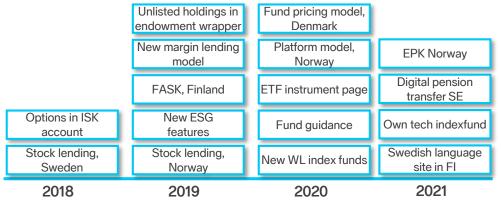
> Anders Skar Country Manager – Norway



Anne Buchardt Country Manager – Denmark



Johan Tidestad Chief Communications Officer



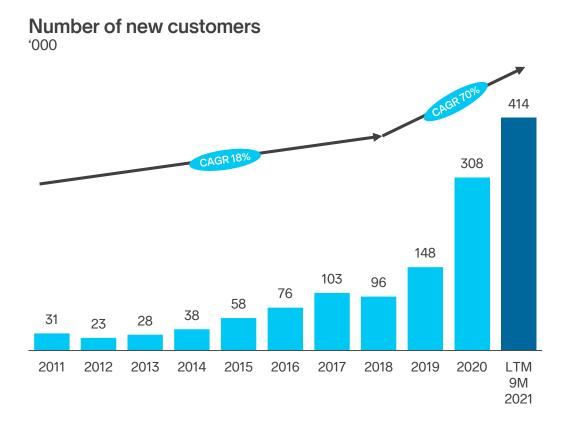
Established high pace of new product launches

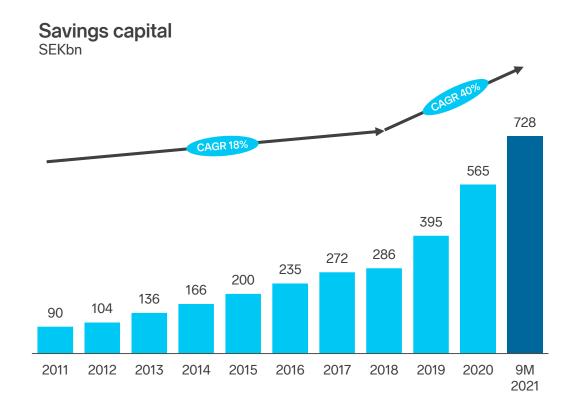
Solidified #1 pan-Nordic market position¹



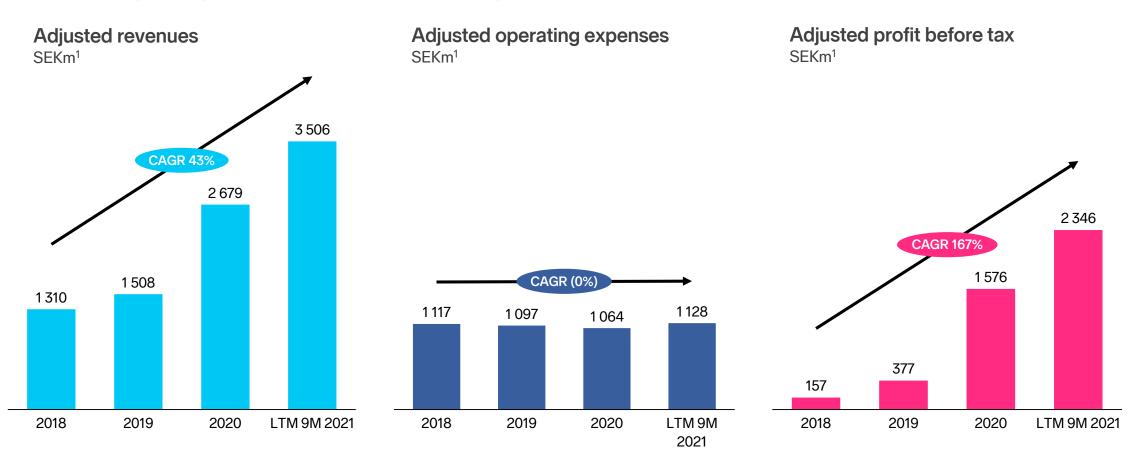
(1) Defined as NPS score vs. key competitor

...that drives acceleration of growth from 2019 onwards

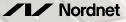




Revenue growth together with operating leverage driving significant profit growth



(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

#1 PAN-NORDIC DIGITAL PLATFORM

STRONG, SUSTAINABLE GROWTH

OPERATING LEVERAGE CAPITAL-LIGHT BUSINESS MODEL

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/// Nordnet

Investment highlights



Rare combination of strong, sustainable growth prospects, operating leverage and competitive moat



Attractive market fundamentals with long-term structural growth drivers



Only pan-Nordic digital investment and savings platform at scale



Superior customer experience and proposition driving market share gains



Profitable customer growth



Agile and scalable technology platform



Strong competitive moat

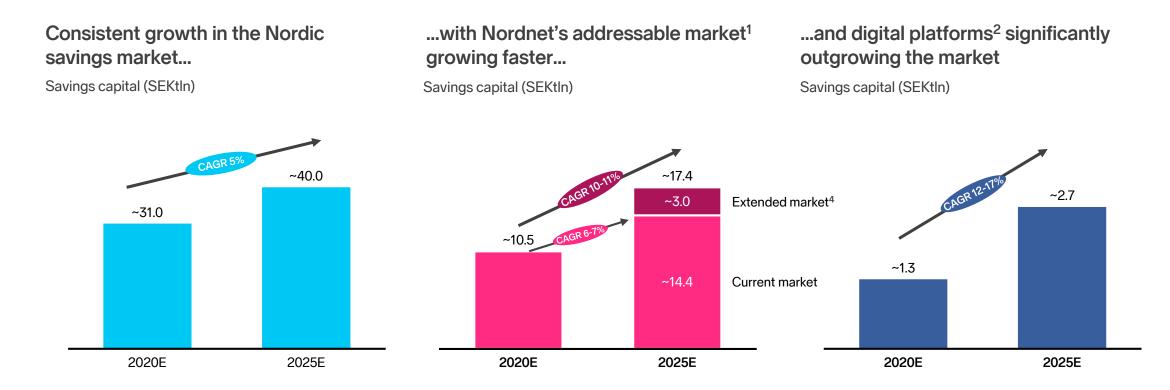


Leading ESG profile strongly embedded in Nordnet's DNA



Operating leverage driving significant profit growth

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



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 Fl insurance wrapper

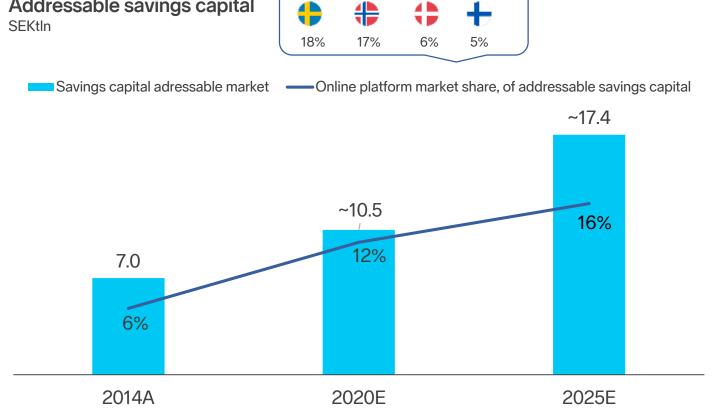
Strong growth runway across the Nordics



Digital platforms are taking market share

OTP market share '20

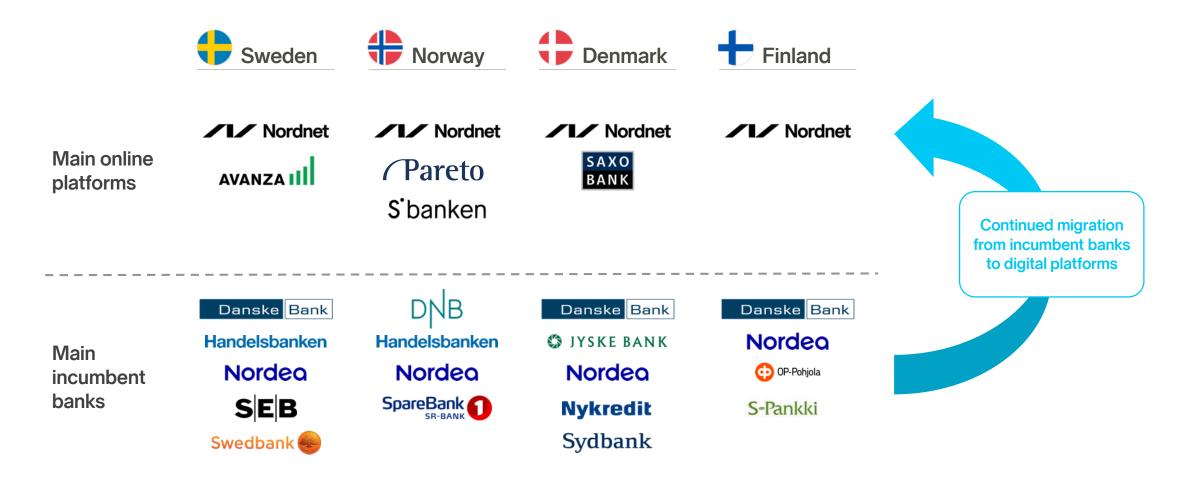
Addressable savings capital



Key drivers of switching to digital platform

- Improvement in user \checkmark experience
- Access to broader range of \checkmark savings products
- Positive perception of the \checkmark brand
- Dissatisfied with the price of \checkmark incumbents

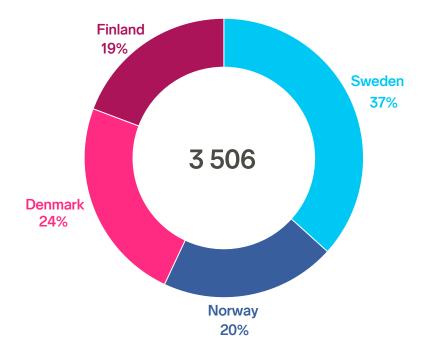
Nordnet competes primarily with online platforms and incumbent banks

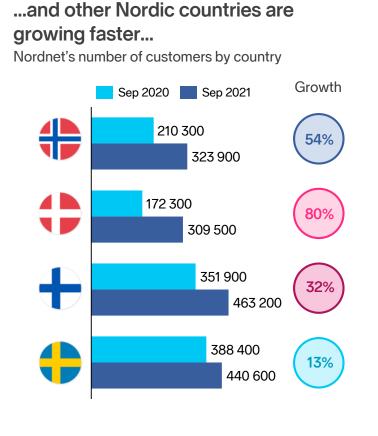


Only pan-Nordic digital savings and investmentImage: platform at scale

Sweden is still the largest market...

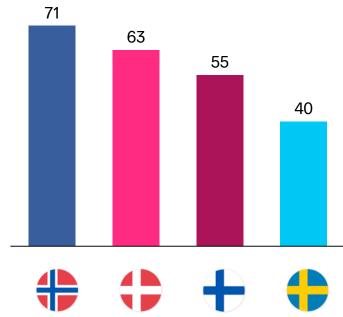
Nordnet's LTM 9M 2021 revenue by country (%) SEKm





...at higher margins

Revenue margin by country (bps)¹



Building the best platform for savings and investments...

Delightful digital channels

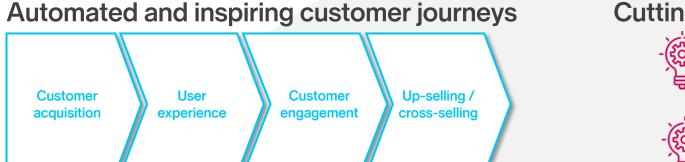




Broadest

ETF range

Stock lending



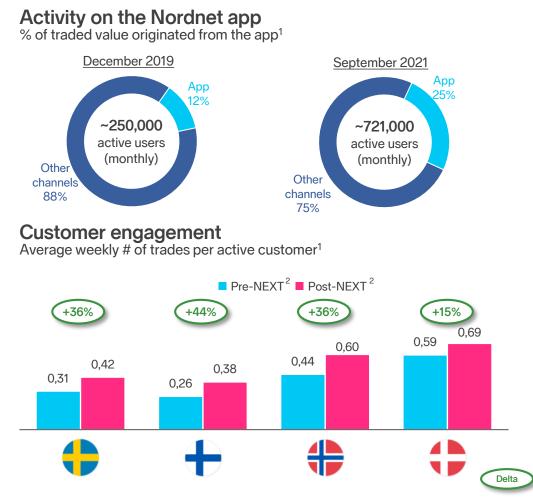
Cutting-edge financial products



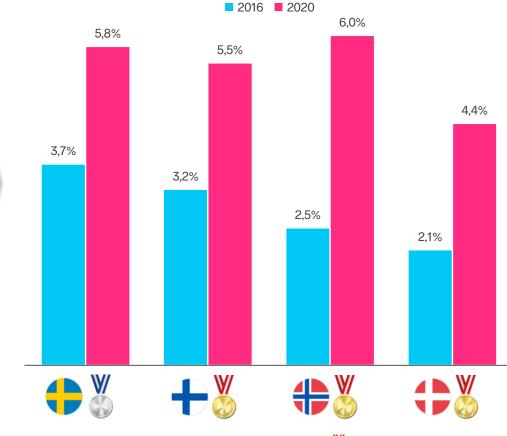


NordnetX: scalable and modern backend in the cloud

...that drives customer engagement, satisfaction and market share gains



Market share across the Nordic region Estimated market share³



Source: Nordnet; (2) Average number of weekly trades per active customer in an equally long estimate window before and after the launch of NEXT;
 Source: Leading third party management consulting firm. Defined as Nordnet's savings capital by country as share of addressable market by country

= NPS vs. key competitor

25

Financial education through our visible savings economists and investment coaches...



Frida Bratt Savings economist

2,809 media guotes / statements

13,700 followers on Twitter

Bjørn Erik Sættem Savings economist

124 media quotes / statements

• 6,700 followers on Twitter



- Alexander Gustafsson Investment coach
- Weekly podcast host for Sparpodden
- 11,600 followers on Shareville
- 11.500 followers on Twitter



- Roger Berntsen Investment expert
- 983 media quotes / statements 11.000 followers on Twitter



Axel Karlsson Active trading manager

- Frequent interaction with active traders
- 19.100 followers on Twitter

Mads Johannesen Investment coach

- 370 media quotes / statements
- 16,500 followers on Twitter







- 1,741 media quotes / statements
- Most guoted economist in Denmark
- 7.400 followers on Twitter



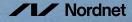
- Martin Paasi Savings economist
- 113 media quotes / statements
- 18.700 followers on Twitter



Jukka Oksaharju Stock Strategist

288 media quotes / statements

21.100 followers on Twitter



...and more than half a million members (577k) in our community, with millions of views, streams and



...results in low customer acquisition cost and a very

attractive customer lifetime value

85 ... results in highly profitable customer growth

High share of low-cost organic searches together with increasing retention rates...

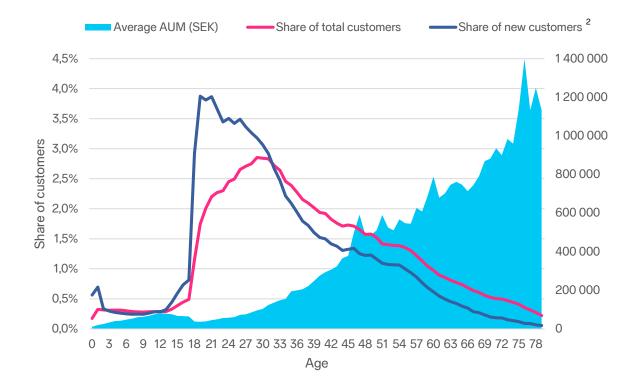
Share of new customers by Nordnet's customer acquisition cost vs. average lifetime customer value Retention of active customer base acquisition channel¹ vear ago² SEK Email. 0.4% 97.5% 97,9% 97.1% Social, Referral. ~76 700 0.6% 2,7% Paid search. 24.8% Driven by low churn and high customer longevity Direct. 22.6% >78x Churn: ~2% ~21 100 Organic search. Word of mouth and PR 46.4% keep CAC low ~ 270 Customer acquisition cost³ 2020 Dec 2018 Dec 2019 Dec 2020 Customer lifetime value -Customer lifetime value undiscounted ⁴ discounted @ 10%⁴

(1) Based on new customers 2020. Excludes customers where no tracking data exists, as well as acquisition channel "Display" and "Other"; (2) I.e. out of the active customers in December 2019, 97.9% were still active in December 2020; (3) Customer acquisition cost LTM 9M 2021 (includes personnel expenses attributable to marketing, sales and onboarding as well as marketing expenses such as affiliates, SEO, etc. and mail expenses); (4) Customer retention rates of 97-98%, which Nordnet measures year-on year by testing if a customer is still active the following year. As a result, Nordnet enjoys a long average customer longevity on the platform. An expected lifetime value, which is calculated as expected average customer platform longevity multiplied by average income, is approximately SEK76,700 or, when discounted back over 40 years at a rate of 10%, is approximately SEK21,100. Source: Nordnet as per September 30, 2021

B Embedded growth in Nordnet's existing customer base as younger customers accumulate and inherit wealth

Strong future growth outlook

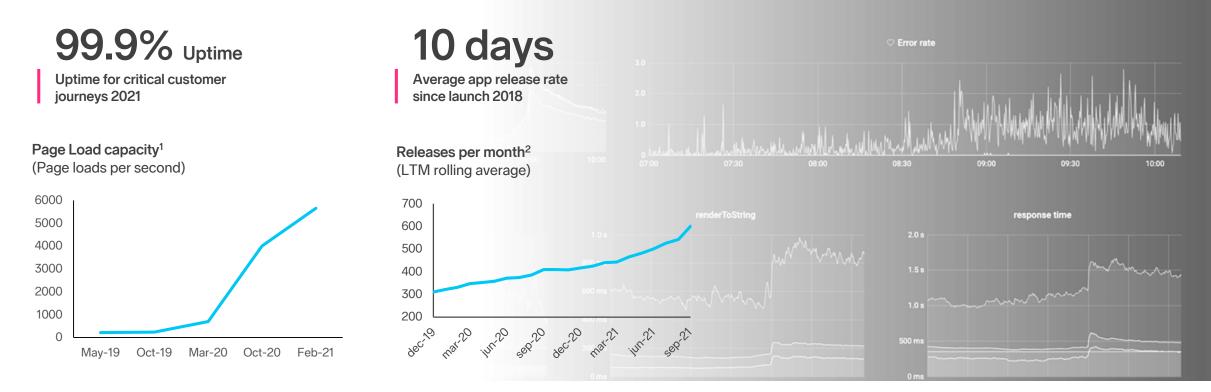
Distribution of Nordnet's savings capital and number of customers by age¹





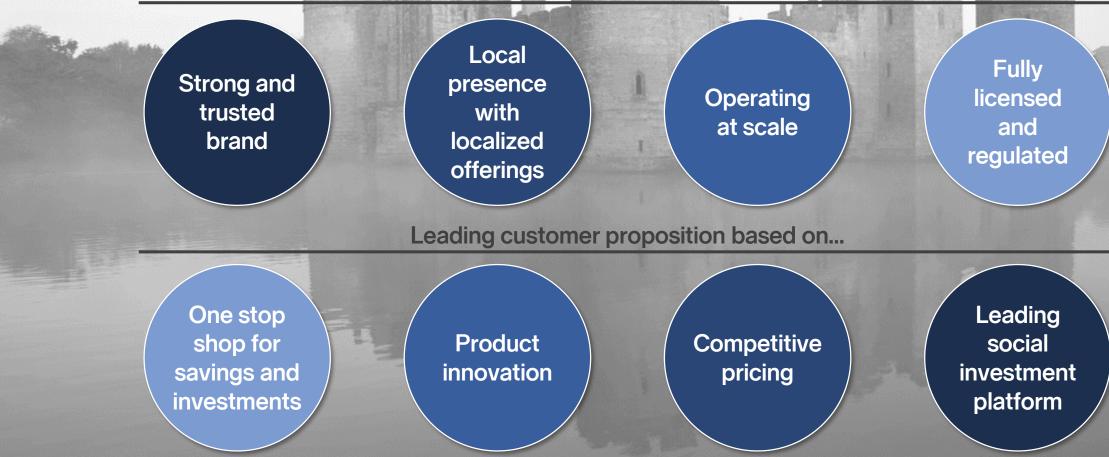
Agile and scalable technology platform

Significant upfront tech spend has created a more agile and scalable IT infrastructure



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

Operating in all four Nordic markets with...



Sustainability focus areas

A responsible and sustainable business

DECENT WORK AND Economic growth	RESPONSIBLE Consumption And production	
	CO	

Practice transparency, compliance and a high ethical standard

- Reduce our direct impact on the environment and climate.
- Promote physical and mental health through a good working environment

Finland

Nordnet

Equality and diversity

GENDER	DECENT WORK AND	REDUCED
EQUALITY	Economic growth	Inequalities
Ę		\in

Democratize savings and investments

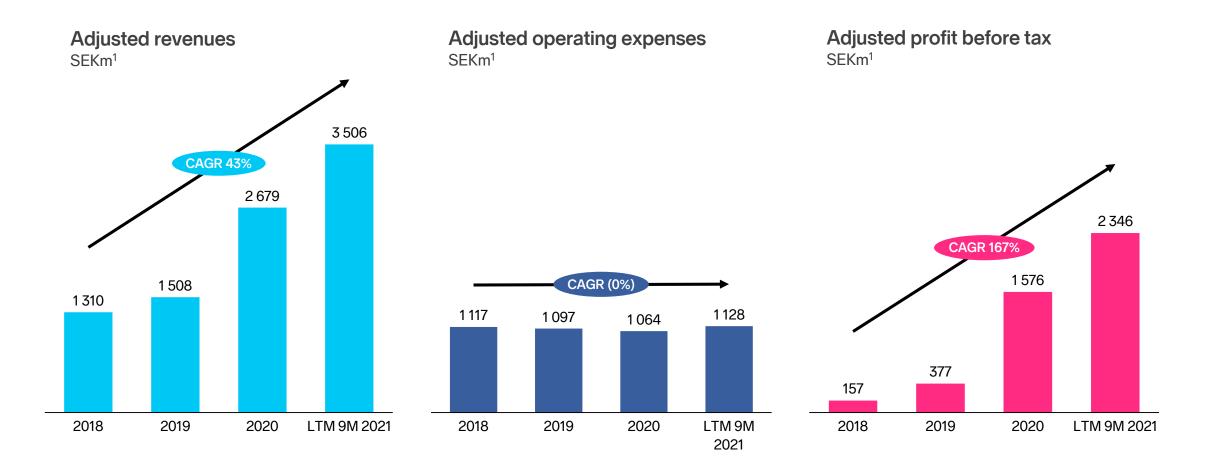




- A better gender distribution within savings & investments
- A workplace characterized by gender equality and diversity
- Create a meaningful professional future for young people

- Increase the general knowledge about personal finances
- Develop user-friendly and inspirational digital services for saving and investments
- Become the leading platform in the Nordics for sustainable savings

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

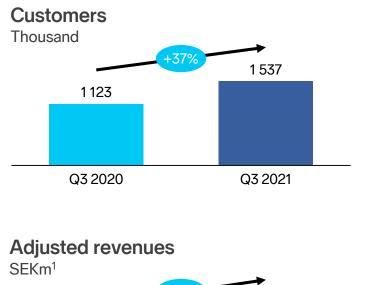
/// Nordnet

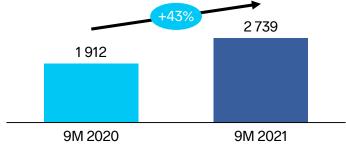
Financial performance and targets

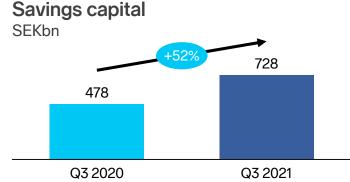


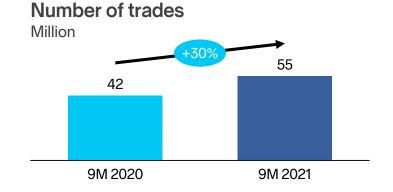


Financial highlights first three quarters of 2021

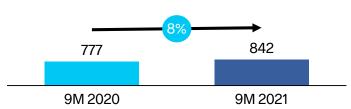


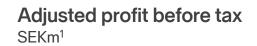


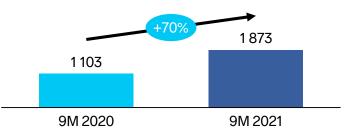




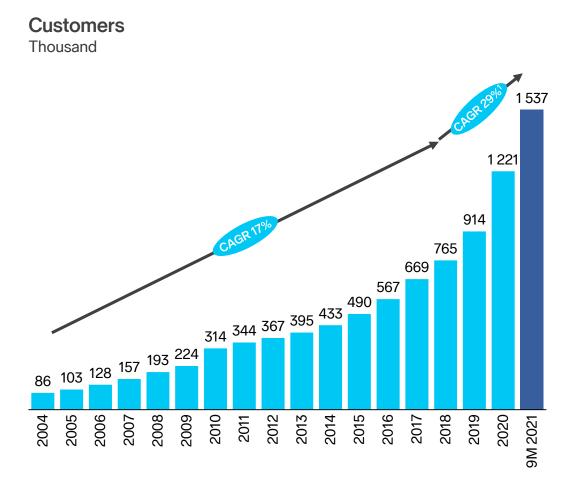




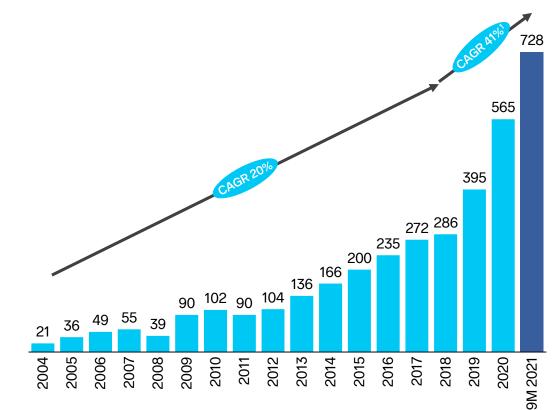




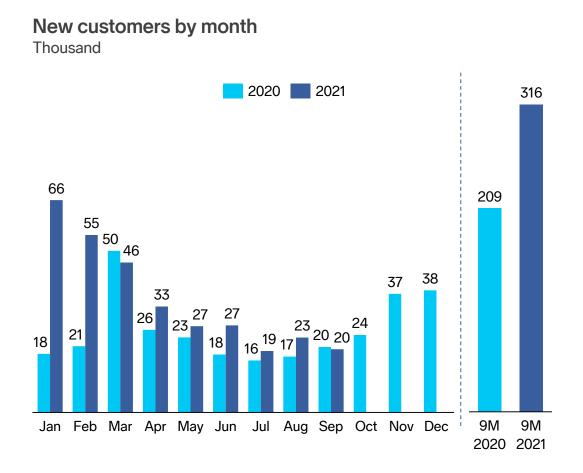
Continued acceleration of long-term growth



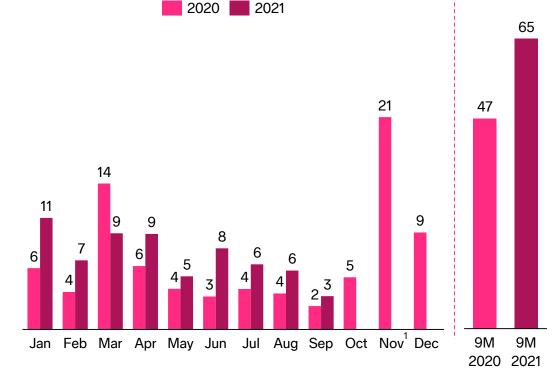




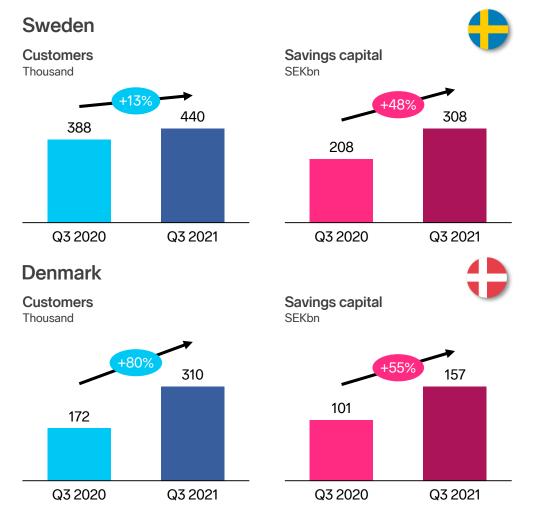
Strong customer growth and net savings

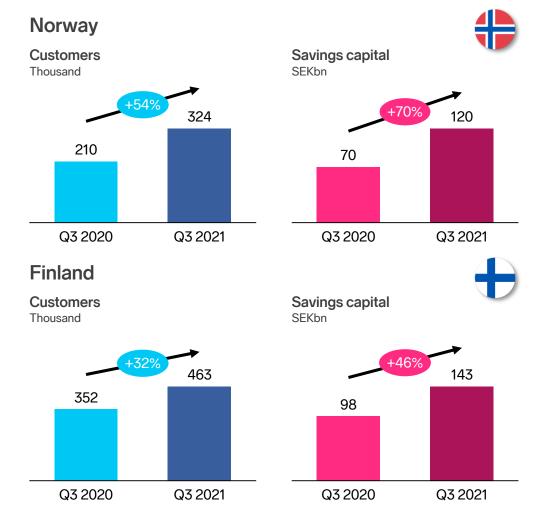


Net savings per month SEKbn

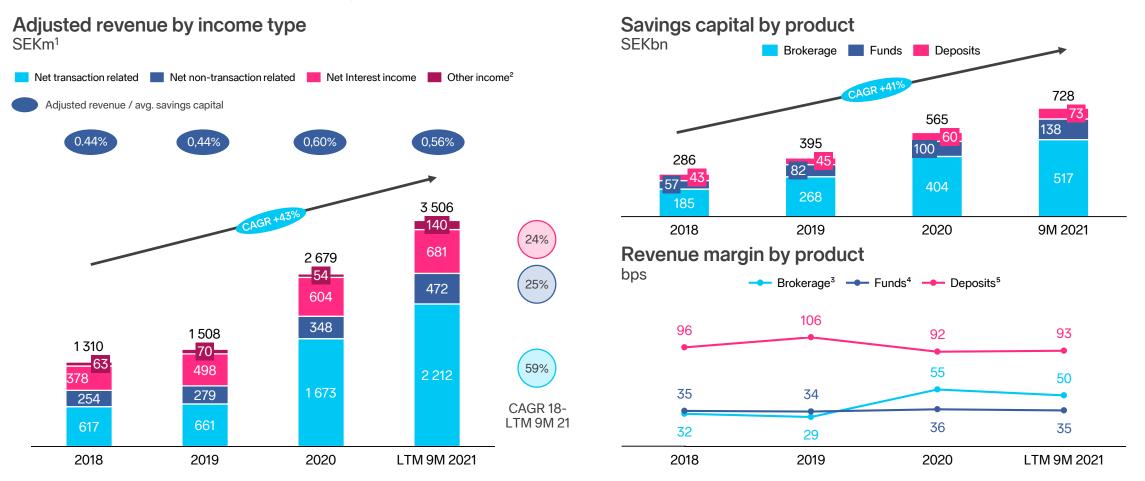


Continued strong customer and savings capital growth across our geographies



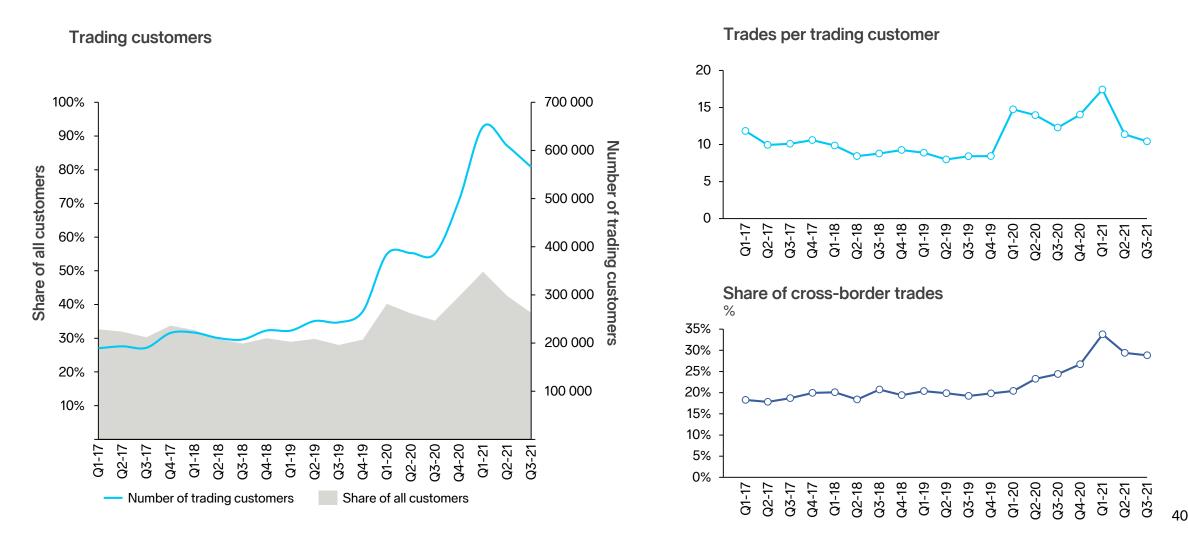


Strong revenue growth driven by higher savings capital and resilient margins

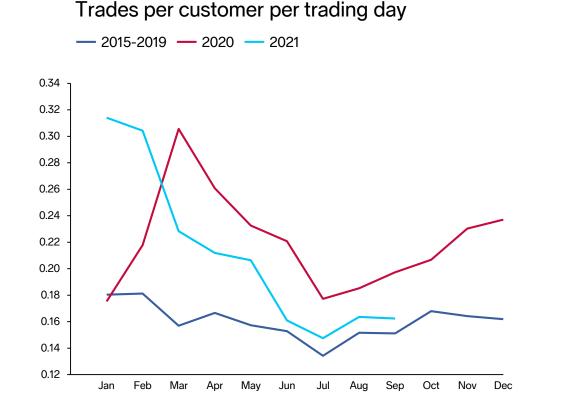


(1) Refer to page 53, for a reconciliation of adjusted to reported metrics; (2) Includes net financial transactions; (3) Net transaction related income divided by average quarterly brokerage savings capital; (4) Net non-transaction related income excluding income from Nordnet Markets divided by average quarterly fund savings capital; (5) Net interest income excluding income related to securities lending divided by average quarterly deposits

Significant growth in number of trading customers with an increased interest for cross-border trading

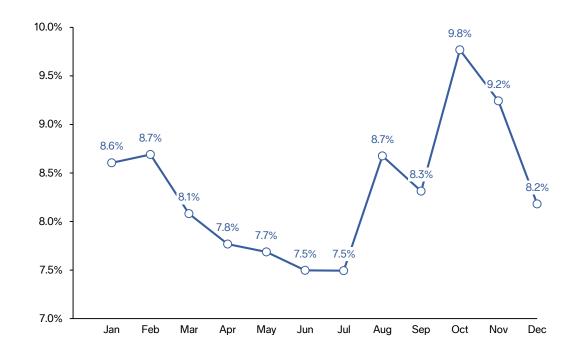


Trading seasonality shows a clear V-shape



Share of full year trades per month

----- 2015-2019



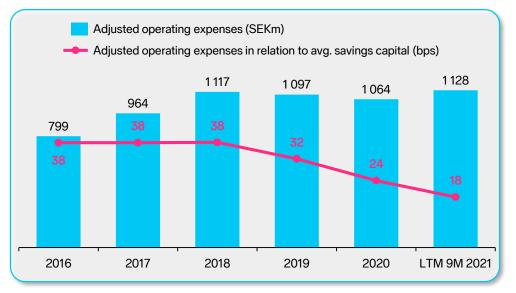
Rigorous focus on cost discipline to drive operating leverage

Key drivers of operating leverage

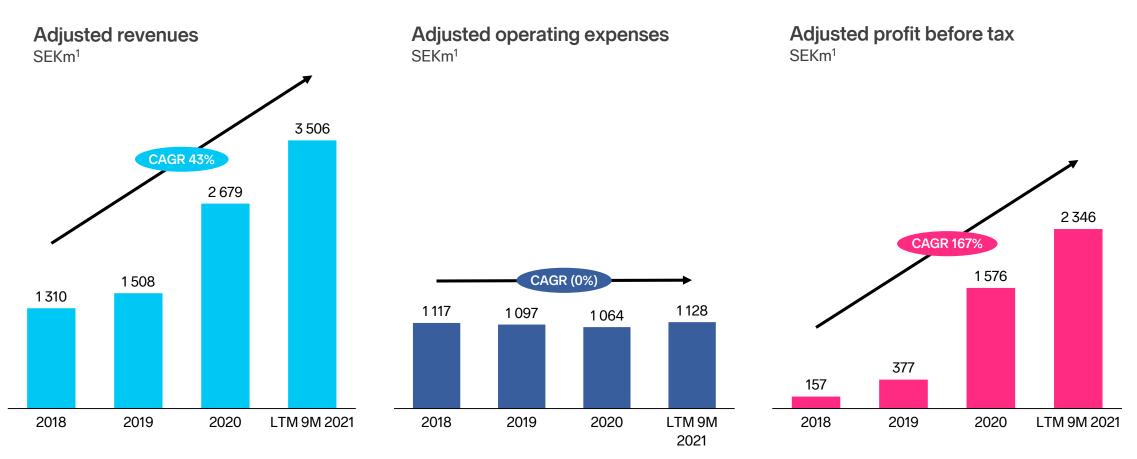
- Stringent cost governance
- Process simplification and automation
- "Word-of-mouth" marketing
- Third party spend

Operating leverage drives improvement in cost margin

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

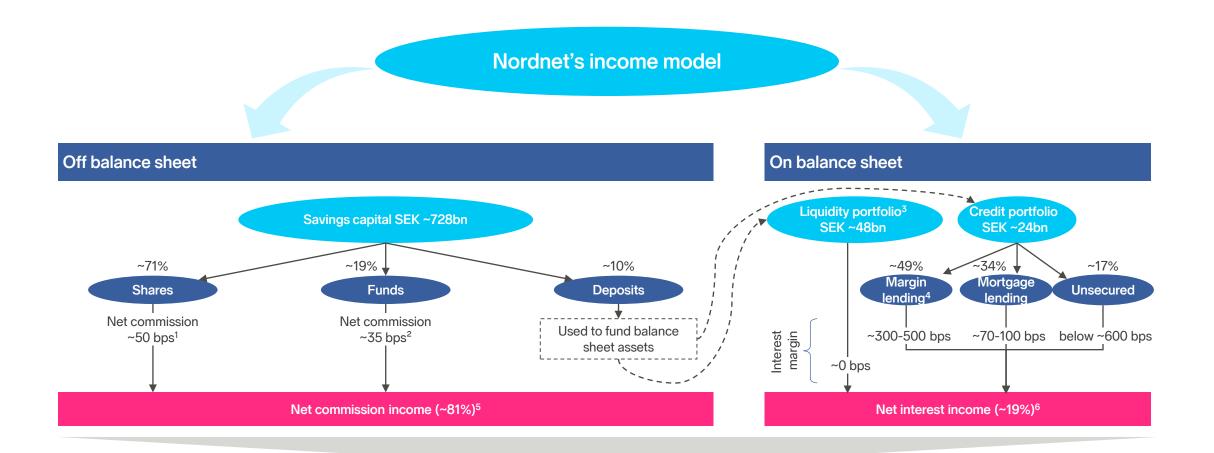


Revenue growth together with operating leverage driving significant profit growth



(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

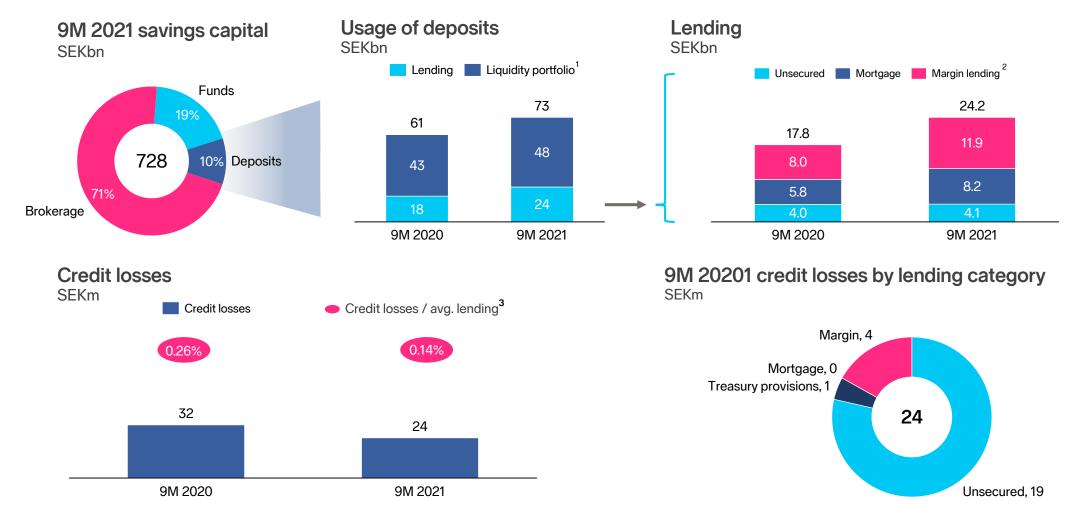
Nordnet has a capital light business model



Savings capital is the single most important driver of Nordnet's income

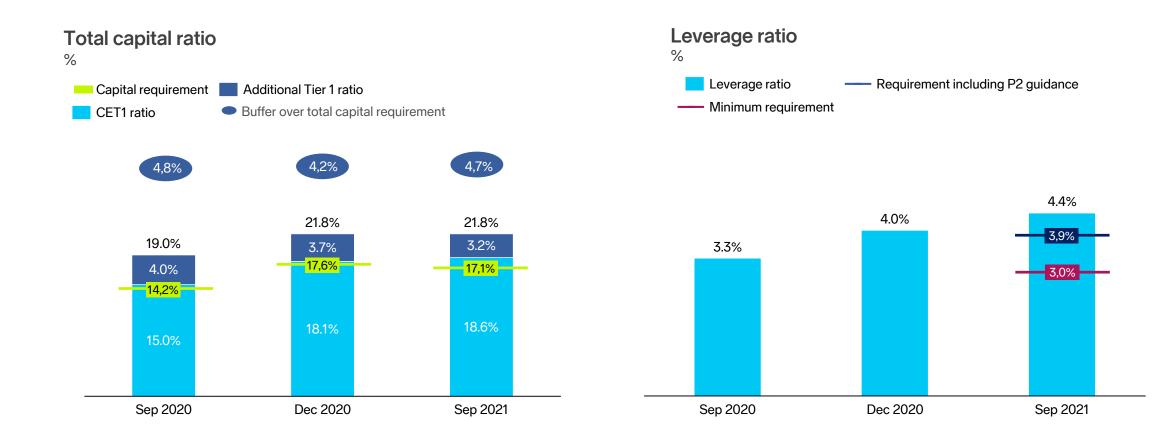
Figures as per LTM 9M 2021; (1) Net transaction related income divided by average quarterly brokerage savings capital; (2) Net non-transaction related income excluding income from Nordnet Markets divided by average quarterly fund savings capital; (3) Defined as customer deposits minus lending (credit portfolio); (4) Excluding lending against pledged cash and cash equivalents; (5) Includes net financial transactions and other income; (6) Includes off-balance sheet income from securities lending

High quality loan portfolio with loan losses remaining at very low levels



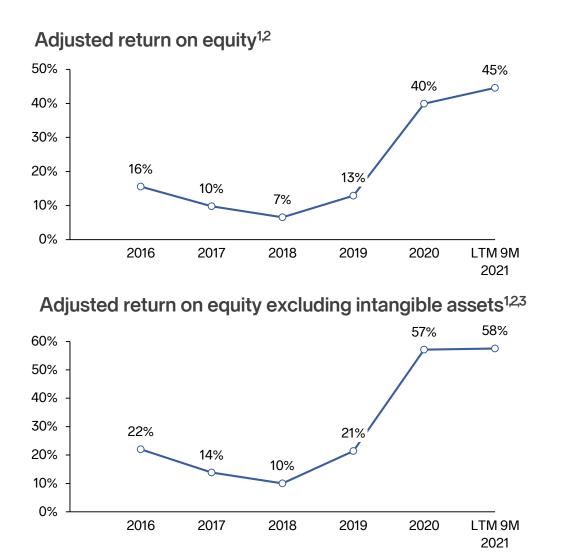
(1) Defined as customer deposits minus lending (credit portfolio); (2) Excluding lending against pledged cash and cash equivalents; (3) LTM 9M 2021 credit losses divided by average quarterly lending volume over the period

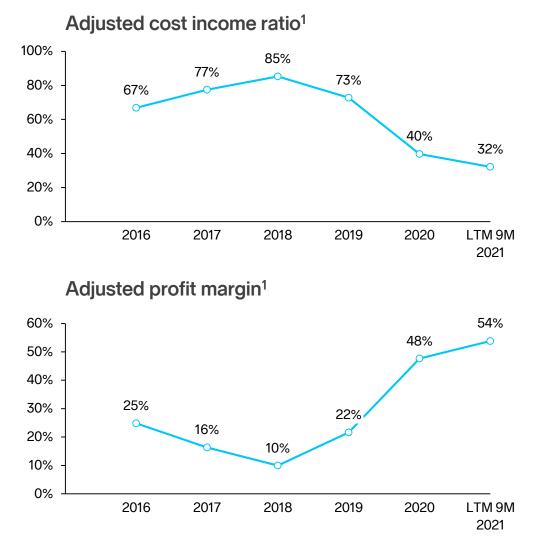
Maintained capital position



/// Nordnet

Efficiency indicators





(1) Adjusted operating expenses; subtracting SEK16m in 2018, SEK65m in 2019, SEK129m in 2020 and SEK99m in LTM 9M 2021. Adjusted operating income; subtracting SEK68m in 2019. A tax rate of 20% has been applied when adjusting for non-recurring expenses. Adjusted operating income (sale of Tink) was tax-free. (2) Excluding AT1-capital. Interest for AT1 has been deducted from net profit. (3) Excludes intangible assets. Excludes amortisation of PPA acquisition intangibles (not tax-deductible).

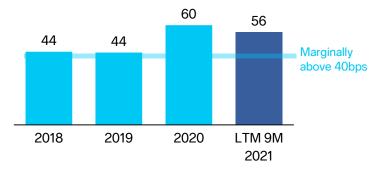
Financial performance vs. financial targets

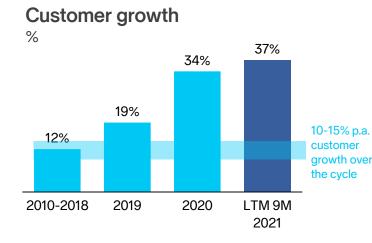
Target



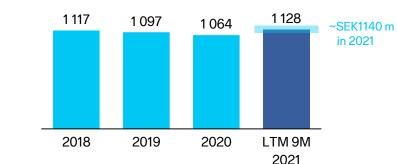


Income in relation to savings capital² bps

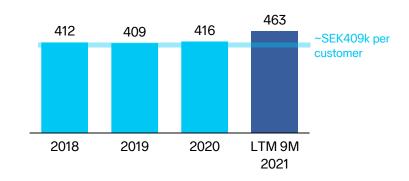




Adjusted operating expenses³ SEKm



Average savings capital per customer¹ SEK ('000)

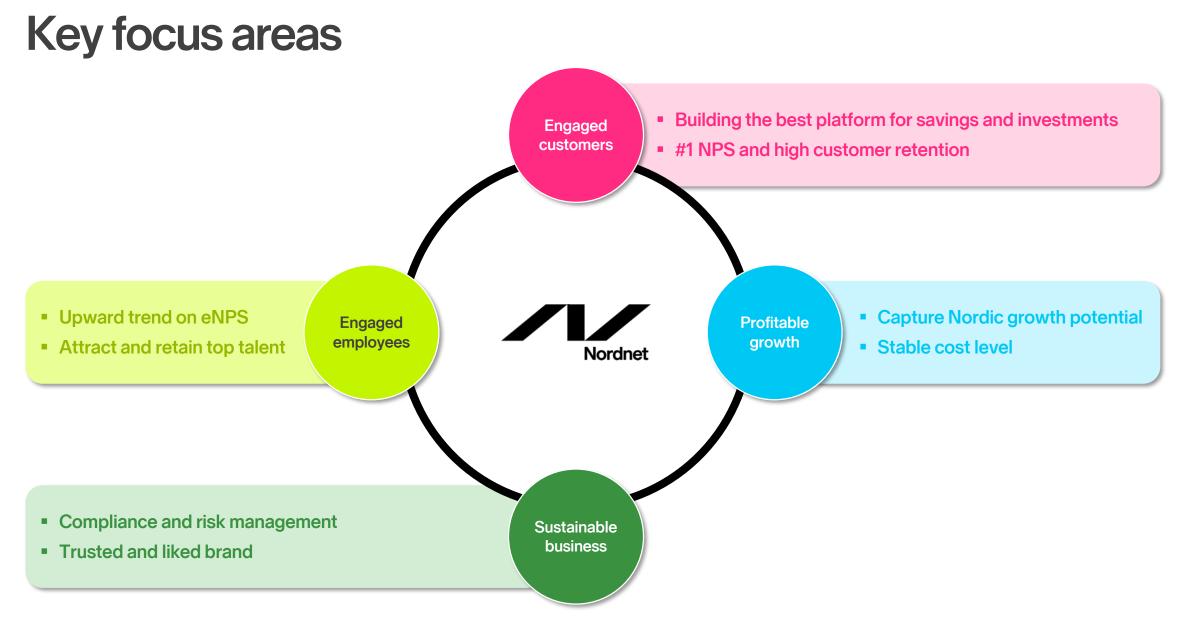


Dividend payout ratio

%

"Deliver superior total returns to shareholders via a pay-out ratio of at least 70% of statutory net income"

(1) Average quarterly savings capital per customer over the last twelve months; (2) Adjusted revenues in the last twelve months divided by the average quarterly savings capital over the same period in accordance with reconciliation on page 53,54 deducting SEK66m in 2019; (3) Adjusted operating expenses in accordance with reconciliation on page 53,54, subtracting SEK45m in 2017, SEK16m in 2018, SEK65m in 2019, SEK129m in 2020 and SEK99m in LTM 9M 2021. Includes amortisation of PPA intangibles and excludes credit losses



Thank you!



Appendix



September statistics

	September	August	Change	September	Change	
	20211	2021	one month	2020	one year	
Savings & customers						
Number of customers	1,538,200	1,517,600	1.4%	1,122,900	37.0%	
Net savings (SEK billion)	3.3	5.7	-42.9%	2.3	41.4%	
Savings capital (SEK billion)	728	749	-2.8%	478	52.3%	
Lending (SEK billion)						
Margin lending ²	11.8	11.7	1.0%	8.0	48.0%	
Mortgage	8.2	8.0	2.6%	5.8	40.5%	
Personal loans	4.1	4.1	0.6%	4.0	2.5%	
Total lending	24.1	23.8	1.5%	17.8	35.3%	
Number of trades ³						
Sweden	2,102,800	2,137,100	-1.6%	2,087,800	0.7%	
Norway	1,196,400	1,105,500	8.2%	1,130,600	5.8%	
Denmark	995,300	1,034,600	-3.8%	711,000	40.0%	
Finland	1,162,400	1,144,300	1.6%	902,200	28.8%	
Total	5,456,900	5,421,500	0.7%	4,831,600	12.9%	
Share of cross border trades	28.1%	29.5%	-1.5%	24.7%	3.4%	
Average number of trades per day ⁴						
Sweden	95,600	97,100	-1.5%	94,900	0.7%	
Norway	54,400	50,300	8.2%	51,400	5.8%	
Denmark	45,200	47,000	-3.8%	32,300	39.9%	
Finland	52,800	52,000	1.5%	41,000	28.8%	
Total	248,000	246,400	0.6%	219,600	12.9%	

¹The numbers for September 2021 are preliminary.

²Lending excluding pledged cash and cash equivalents.

³ Nordnet's total trades on all exchanges and market places for all customers, and share of cross border trades.

⁴ Average number of trades per day is calculated as total trades per market divided by the number of days each stock exchange was open.

Summary P&L

SEKm	Q3 2021	Q2 2021	QoQ %	Q3 2020	YoY %	LTM 9M 2021	LTM 9M 2020	YoY %
Adjusted total income	795	830	(4%)	617	29%	3 506	2 340	50%
Adjusted operating expenses	(278)	(283)	(2%)	(258)	8%	(1 128)	(1 072)	5%
Net credit losses	(9)	(11)	(19%)	(3)	162%	(31)	(41)	(25%)
Adjusted profit before tax	508	536	(5%)	356	43%	2 346	1 226	91%
Items affecting comparability (IAC), income								
Items affecting comparability (IAC), expenses				(19)		(99)	(79)	25%
Reported profit before tax	508	536	(5%)	337	51%	2 247	1 147	96%
Тах	(98)	(95)	3%	(59)	66%	(439)	(200)	120%
Reported net income	410	440	(7%)	277	48%	1 808	947	91%
Adjusted net income excl. IAC	410	440	(7%)	293	40%	1 887	1 010	87%
Adjusted net income excl. IAC and amortisation of intangible assets due to PPA	417	447	(7%)	301	38%	1 917	1 046	83%

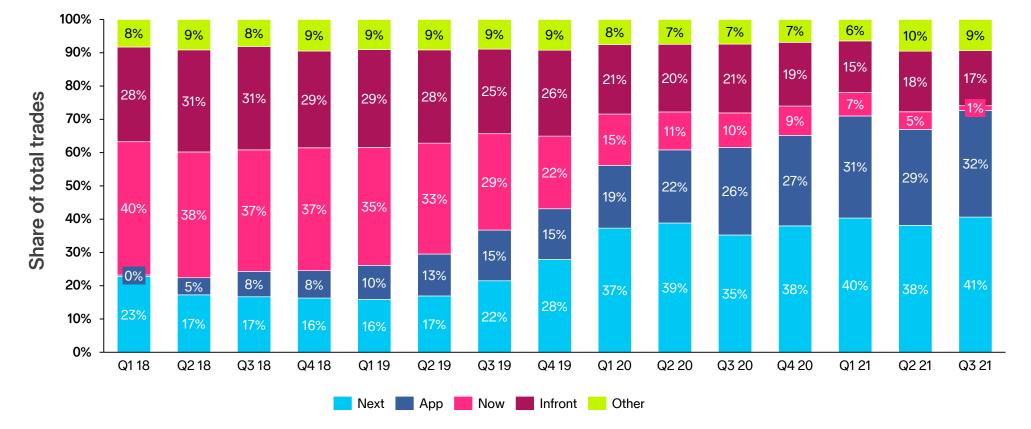
Items affecting comparability

	Q3	Q2	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1	FY	FY	FY	FY
SEKm	2021	2021	2021	2020	2020	2020	2020	2019	2019	2019	2019	2020	2019	2018	2017
Non-recurring items – Expenses															
Delisting from Nasdaq															(45)
Acquisition of Netfonds								(19)	(2)	(8)	(6)	-	(35)	(16)	
Deduction right VAT					(9)	(11)		(30)				(20)	(30)		
IPO related expenses				(99)	(10)							(109)	-		
Non-recurring items – Income															
Revaluation of the shareholdings in															
Tink AB ¹											66	-	66		
Total				(99)	(19)	(11)	-	(49)	(2)	(8)	60	(129)	1	(16)	(45)

Nordnet has a simple balance sheet

SEKm September 2021	Condensed consolidation	Prudential consolidation
Assets		
Cash and balances in central banks	5,271	5,271
Debt securities	39,810	37,127,
Loans to credit institutions	683	2,605,
Lending to the public	25,776	25,776
Insurance assets	136,459	
Intangible assets	904	895
Other assets	3,804	3,809
Total assets	212,705	75,483
Liabilities		
Liabilities to credit institutions	0	0
Deposits and borrowing from the public	60,518	66,469
Liabilities in the insurance business	136,461	
Other liabilities	10,380	4,040
Total liabilities	207,360	70,509
Equity		
Common equity	4,846	4,473
AT1	500	AT1,dividends,of ,SEK36m,p.a.,ar 500
Total equity	5,346	e,being,recorde d,in,shareholder
Total liabilities and equity	212,705	s',equity,directly 75,483

Share of trading per application



Distribution of trades per application