#### Nordnet

# Company presentation January 2024

// Nordnet

# Introduction to Nordnet

## This is Nordnet

# We exist to democratise savings and investments

# 825bn

Savings capital SEK as of Dec 2023

# **1.86m**

Active customers in 4 Nordic countries as of Dec 2023

# 49m

On-exchange trades in 2024



# Pan-Nordic powerhouse



### Nordic broker

#1 domestic broker on Nordic exchanges 2023



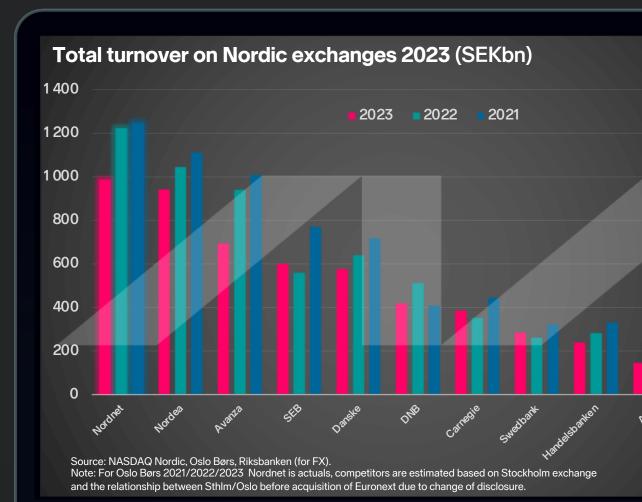
### **NPS position in Nordics**

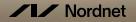
#1 NPS position vs key competitors with #1 rank in DK, FI, NO; #2 in SE



### Market share in Nordics

#1 market share of addressable market among online platforms





### ASPIRATION #1 choice for Nordic savers and investors

"Our aspiration is to become the #1 choice for the Nordic savers and investors, enabled by a one stop-shop for savings and investments and an outstanding customer experience."



# Building the best platform for savings and investments

"Through leading UX, cutting-edge financial products, automated and inspiring customer journeys as well as tools for informed decisions, we are building the best platform for savings and investments"

### Brand position Most inspiring savings experience

"We make it fun to save and invest, encouraging our customers every step of the way. Our engaging platform keeps customers coming back and inspires them to be better investors."

/// Nordnet

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### **Clear strategic focus**

#### SAVINGS AND INVESTMENTS

### INDIVIDUALS

NORDIC REGION DIGITAL DISTRIBUTION

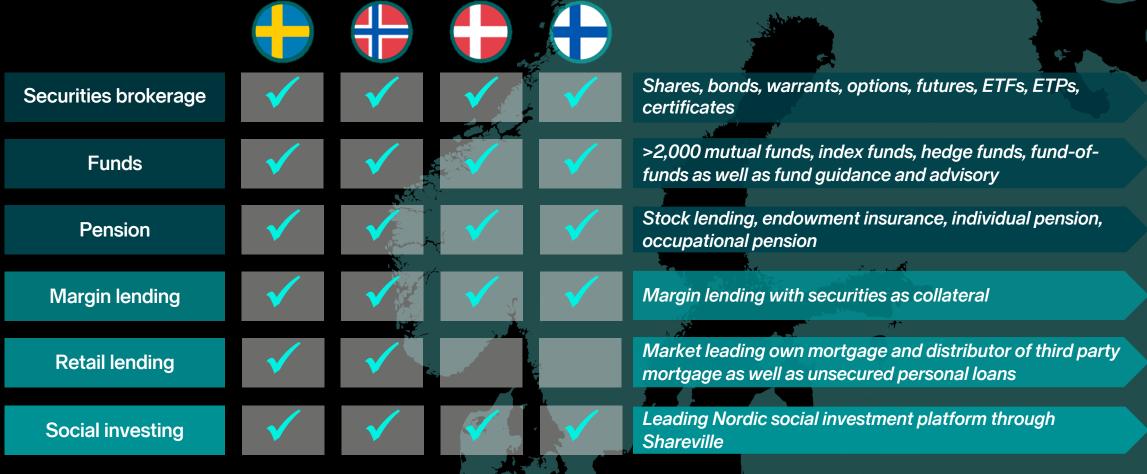


# Nordnet caters to three distinct customer groups

Share of December 2023 savings capital<sup>1</sup> (%)



# One-stop shop for savings and investments



#### Nordnet

## Best in class user experience in our channels



**NEXT web application** NEXT released in 2019

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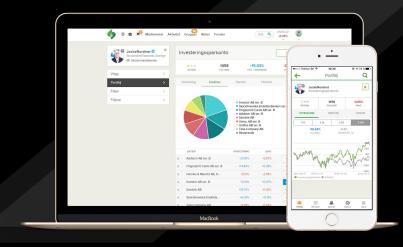
reddot winner 2021

New Nordnet app New app released 2H 2018

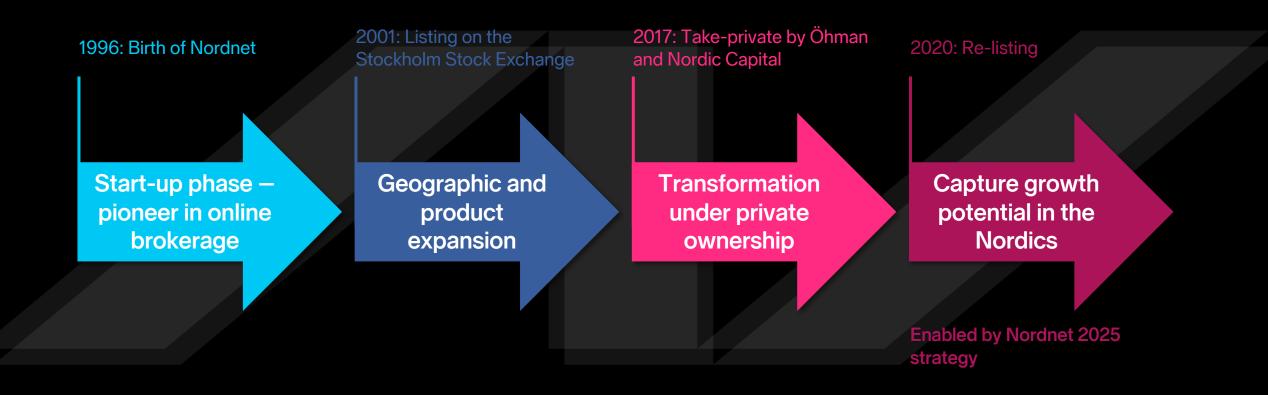




Shareville Social investment community

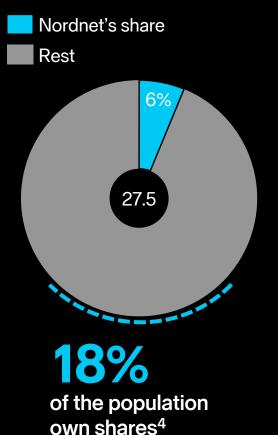


# We have worked hard to perfect our digital platform for savings and investments since 1996



## Nordnet is taking market share in a growing market

Share of total population December 2022 | Million



Addressable market growth outlook<sup>1</sup> Savings capital, SEKtIn

Market size current

3%

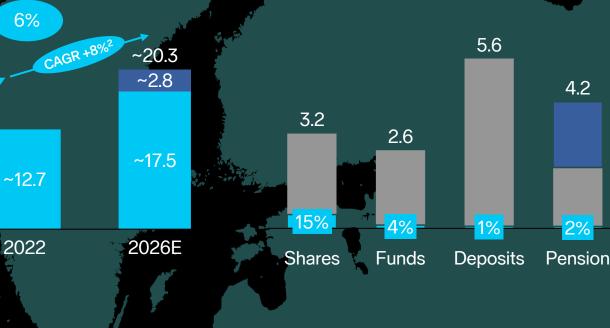
~7.6

2016

Market size extended

Market share of addressable market<sup>1</sup> December 2022, SEK tln

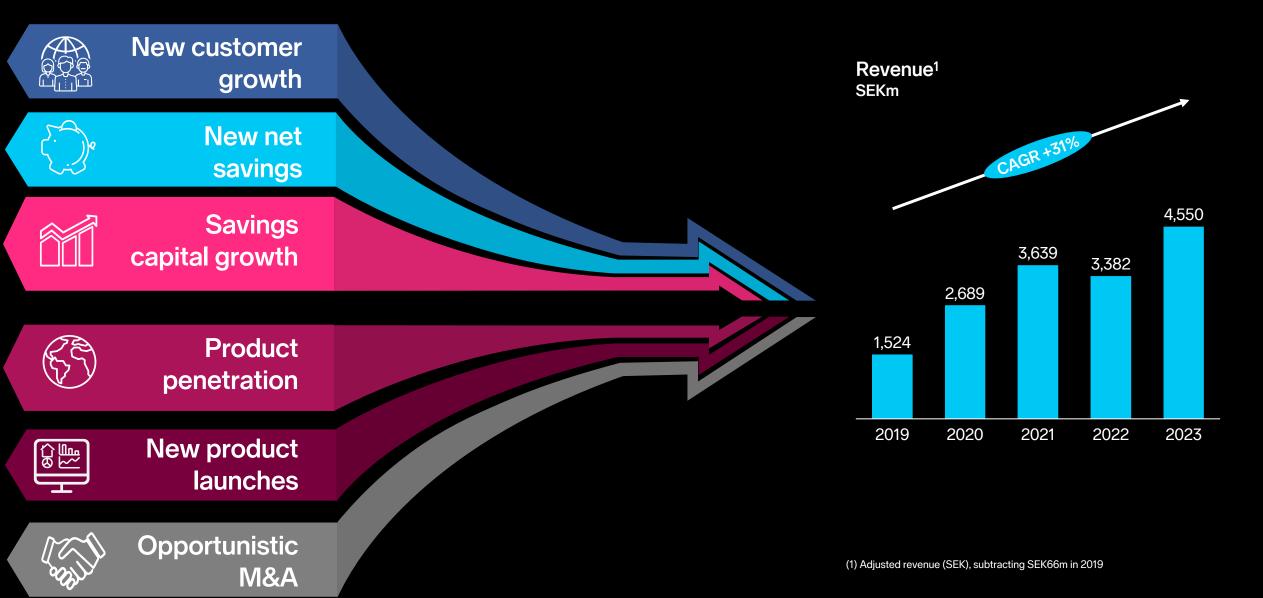
Nordnet's share of addressable market
 Extended market<sup>3</sup>



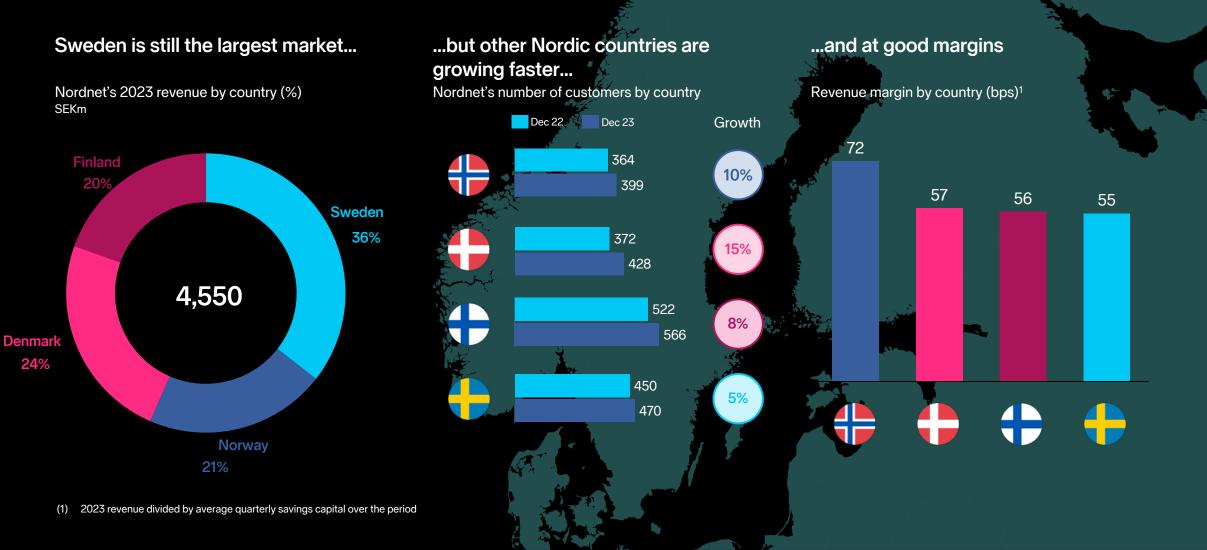
(1) Source: SCB, Svensk Försäkring, SSB, Finans Norge, Nationalbanken Denmark, Statistics Denmark, Statistics Finland, Finnish centre for pensions, Team analysis; (2): Excludes development in extended market (Finnish wrapper, Danish Livrente); (3): Extended market of Dansih Livrente and Finnish wrapper is currently not addressable; Addressable market defined as the estimated part of the overall Nordic savings market that Nordnet caters to with its current product offering (4); Source: Euroclear Sweden 2022; Euronext Securities Oslo 2022; Euronext Securities Copenhagen 2022; Porssisaatio 2022



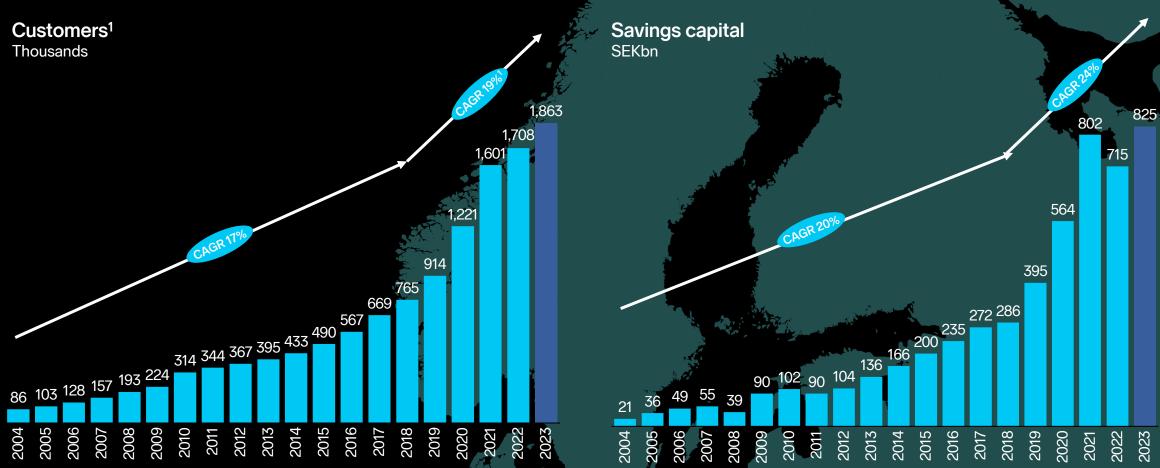
### Nordnet has six main revenue growth drivers



# Only pan-Nordic digital savings and investment platform at scale



# Strong long-term growth in customers and savings capital



Nordnet

(1) Includes the 51 700 customers that during H1 2022 were terminated related to the project concerning the collection of complete customer documentation

# Rigorous focus on cost discipline to drive operating leverage

Key drivers of operating leverage

- Scalable cloud-powered tech platform
- Process simplification and automation
- Highly efficient customer growth
- Manage third-party spend

Operating leverage drives improvement in cost margin

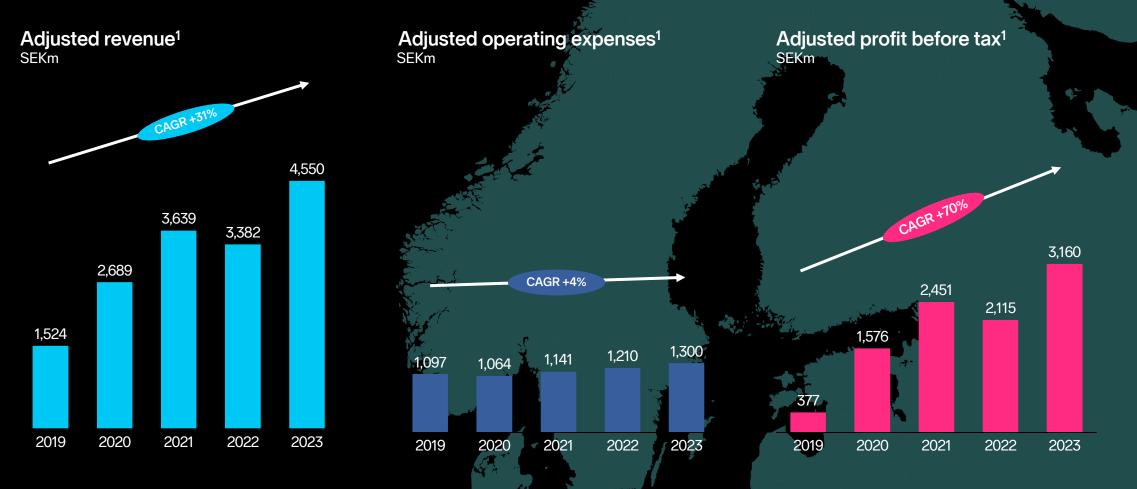
Adjusted operating expenses<sup>1</sup> in absolute terms and in relation to avg. savings capital (bps)<sup>2</sup>

- Adjusted operating expenses (SEKm)
- Adjusted operating expenses in relation to avg, savings capital (bps)

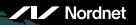


(1) Adjusted operating expenses; subtracting SEK 16m in 2018, SEK 65m in 2019, SEK 129m in 2020 and SEK 81m in 2022. Adjusted operating expenses includes amortisation of PPA intangibles and excludes credit losses; (2) Based on quarterly average savings capital over the period.

# Revenue growth together with cost control drives significant operating leverage

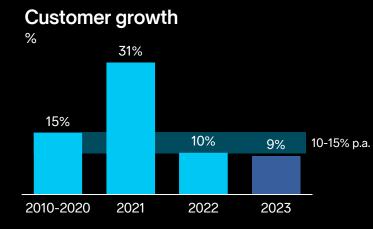


(1) Adjusted revenue, subtracting SEK66m in 2019; Adjusted operating expenses; subtracting SEK 16m in 2018, SEK 65m in 2019, SEK 129m in 2020 and SEK 81m in 2022. Adjusted operating expenses includes amortisation of PPA intangibles and excludes credit losses

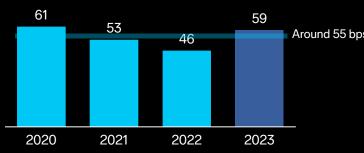


## **Medium-term financial targets**

#### Target



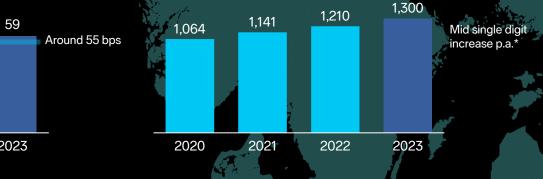
### Income in relation to savings capital<sup>3</sup> bps







### Adjusted operating expenses<sup>4</sup>



#### Shareholder remuneration

Deliver superior shareholder returns through a dividend payout ratio of 70%

Capital ratio targets:

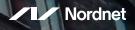
- Leverage ratio between 4.0%-4.5%
- CET1 ratio >100bps vs regulatory requirement

Financial targets assume the following over the medium term:

- Average interest rate of 2%
- Average annual stock market performance of +5%

\*In addition, Nordnet will increase annual marketing spend by up to SEK 80m over the next few years

(1) Customer growth during 2022 was 7% including the 51,700 customers that during H1 2022 were terminated in connection with a project concerning the collection of complete customer documentation; (2) Average quarterly savings capital per customer over the last twelve months; (3) Adjusted revenues in the last twelve months divided by the average quarterly savings capital over the same period deducting SEK 66m in 2019; (4) Adjusted operating expenses subtracting SEK 16m in 2018, SEK 65m in 2019, SEK 129m in 2020 and SEK 81m in 2022. Includes amortisation of PPA intangibles and excludes credit losses.



# We are positioned to be long-term winners

#1 PAN-NORDIC DIGITAL PLATFORM

PASSIONATE AND TALENTED PEOPLE

1/ Norah

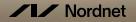
STRONG, SUSTAINABLE GROWTH

1000

OPERATING LEVERAGE AND CAPITAL LIGHT

/// Nordnet

# Nordnet 2025 strategy

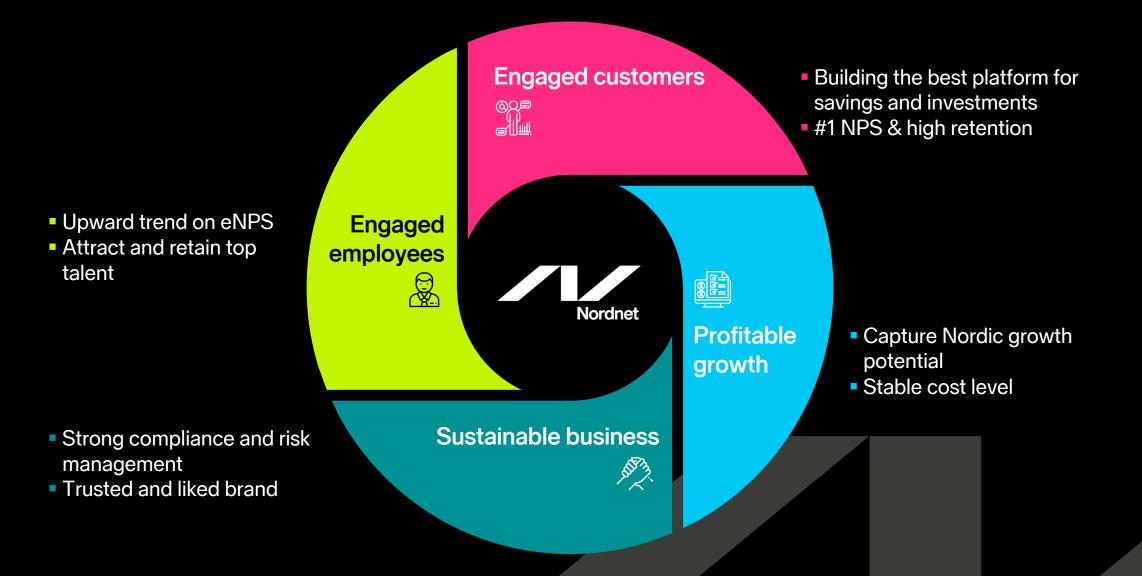


### ASPIRATION #1 choice for Nordic savers and investors

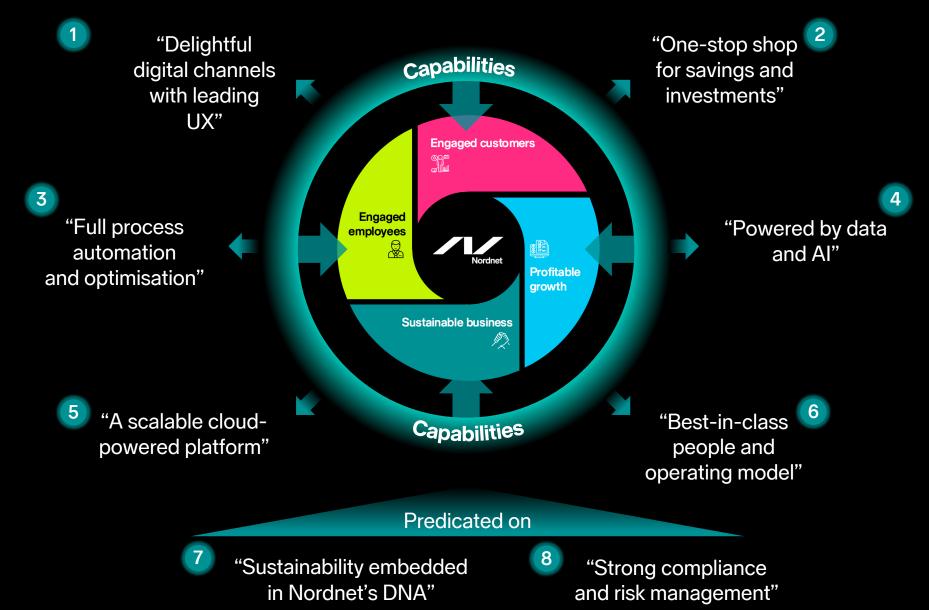
"Our aspiration is to become the #1 choice for the Nordic savers and investors, enabled by a one stop-shop for savings and investments and an outstanding customer experience."



## Key strategic ambitions



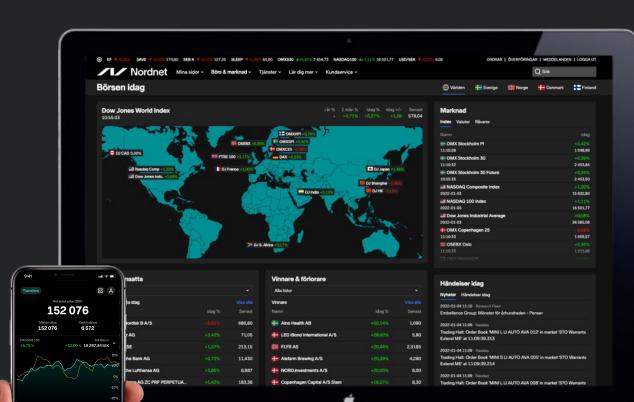
## How we will get there





## Channels: Best in class user experience

#### "Delightful digital channels with leading UX"



#### Key initiatives



NEXT as a financial cockpit and as a consolidator of key customer segment capabilities



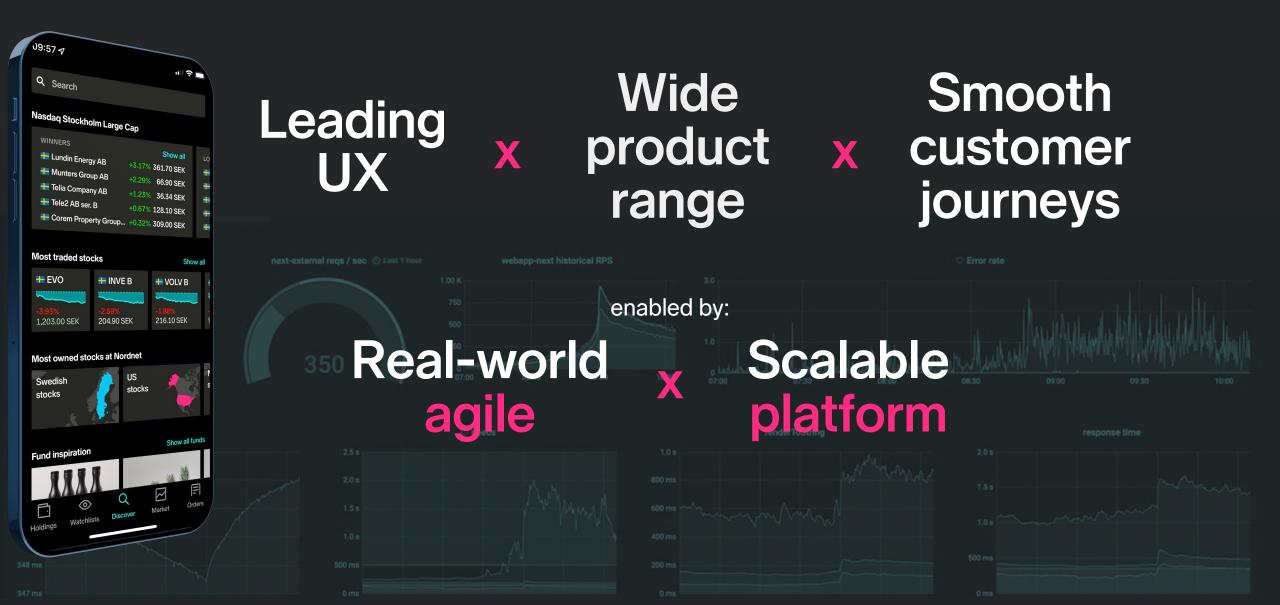
App to transition from "control of investments on the go" to "live your financial life in the app" including more **saver** flows for this important customer segment



Shareville's "social investing" to form the heart of the Nordnet experience in both app and web

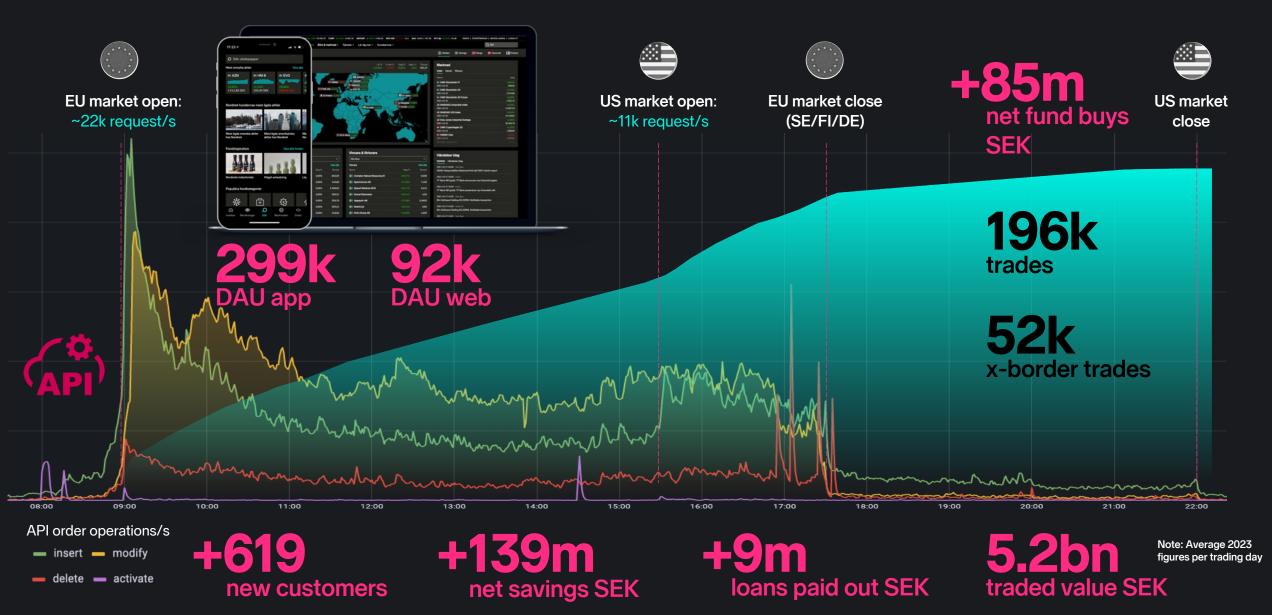


# Key selling proposition

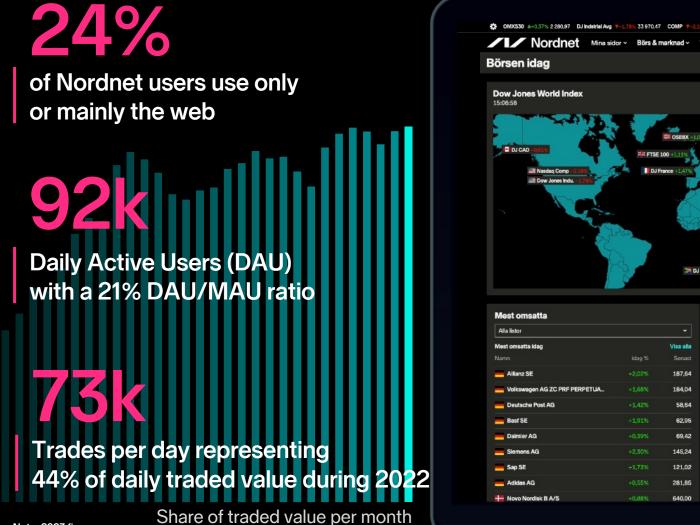




## A typical day on the Nordnet platform 2023



# <sup>1</sup> NEXT web application



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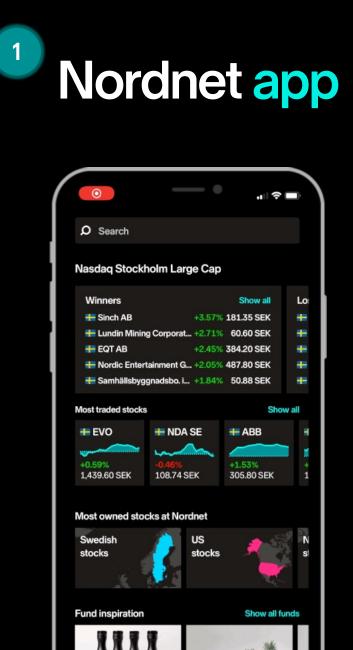
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Trading Halt: Order Book "MINI L CELSIUS AVA 1" in market "STO Warrants Extend ME" at 15:21:40.407

Nordnet



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Watchlists

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Market

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Orders



reddot winner 2021

74%

64k

of Nordnet users use only or mainly the app

299k

Daily Active Users (DAU) with a 37% DAU/MAU ratio

Trades per day representing 30% of daily traded value during 2022

Mainly app 74%

Note: 2023 figures

Share of traded value per month



# <sup>1</sup> Shareville social investing community

NordnetRasmus Medlem i 6 år 197,2k 38 ***			Avfölj	Nordnet	φ α :
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ee SEB A	9,17%	94,21 SEK	+60,77%	Innehav Aktivitet	
	3,41%	182,34 USD	+278,94%	Biografi CPO & Deputy CEO at Nordnet	
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a Amazon.com	1,77%	119,91 USD	+47,51%	Aktier och övriga värdepapper	Andel Avkast 57,32% +42,15
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			-	Amazon.com	1,77% +47,5:
Shopify	1,13%	59,09 USD	+57,94%	Netflix	1,61% +62,10

# 300k

users have shared their portfolios on Shareville

# 1.5x

Traded value of a Shareville user vs a non-Shareville user<sup>1</sup>



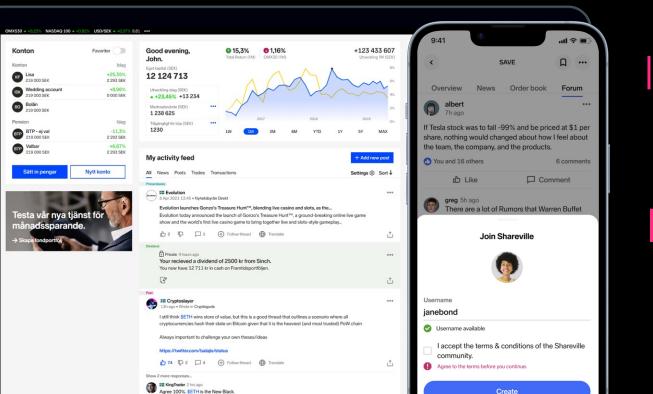
Commissions of a Shareville user vs a non-Shareville user<sup>1</sup>

# Shareville's "social investing" to form the heart of the Nordnet experience in both app and web

#### Social investing at heart of user experience

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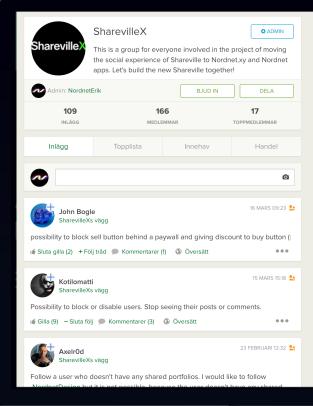
Transforming Shareville into Nordnet.xy



### 90%

of Shareville content created on the new platform

Increase of user generated content Q4 2023 vs Q4 2022





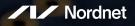
## **One-stop shop for savings and investments**



## Automated customer journeys

Foundation	Discover	Execution	Pension & Partner
Become a customer	Inspire me to save and invest	Buy or sell as security	Open a pension account
Open an account	Guide me to start saving	Buy or sell a fund	Move my pension
Deposit & withdraw money	Move my savings	How am I doing?	Setup a pension saving plan
Manage my identity	Setup a monthly saving	Leverage my investment	Manage occupational pension plan
Buying a home	What's going on in the market?	Answer a corporate action	Manage partner account
How much am I paying?	What are other investing in?	Manage my tax return	Create partner report

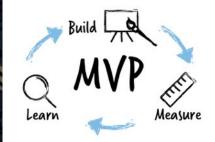
3



### Powered by Data & Al Our intent



Data-informed organization Provide easy access to relevent data & insights for all Nordnetters in order to power continuous improvements of everyhing we do



Data-driven development to become part of our DNA and drive a build-measure-learn cycle when perfecting important customer flows

Enable personalization of all parts of our customer experience



CHATGPT

Harnessing Al-technology and ML to solve business problems and build customer solutions that creates a "wow"feeling

## Harnessing AI technology to support strategy

Recent developments in artificial intelligence, including Large Language Models (LLMs) and other generative AI have the potential to be a game-changer, fueling innovation and transforming banking. As a tech company, Nordnet will experiment and deploy this technology like any other but given how nascent the technology is and how personal data protection still needs to be clarified, initial use cases will be internally focused.

#### Generative AI already in use



#### GitHub Copilot supporting our developers in writing code uses the OpenAl Codex to suggest code and entire functions in real-time



Midjourney image generation used by in-house creative team uses diffusion to generate photorealistic images for use in SoMe ads + in-app content



#### Al uses cases in progress

#### **Customer Service Co-pilot**

Proof-of-concept to build own data vectorization service coupled with LLM natural language support to Customer Service desks using proprietary knowledge

#### Shareville "My Feed"

Combining Shareville feed, newsflow, notifications etc for a personalized endless-scroll

#### **Potential future applications**

#### **Customer-service bot**

A customer-facing chatbot that actually works (need to solve GDPR and Mifid2 concerns along with LLMs fabulating)

Other unknown LLM use cases Experimenting with other applications of LLMs

Note: The background image for this slide was created with Midjourney v5.1's generative AI.

Nordnet

# A cloud-powered platform

What our tech strategy aims to achieve





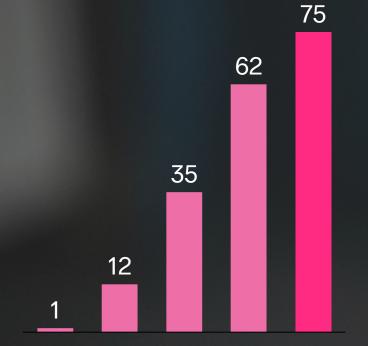
5







# Increased leverage from Cloud Technology drives innovation pace



5

Managed services Security Scalability

Enables innovation and allows focus on core business

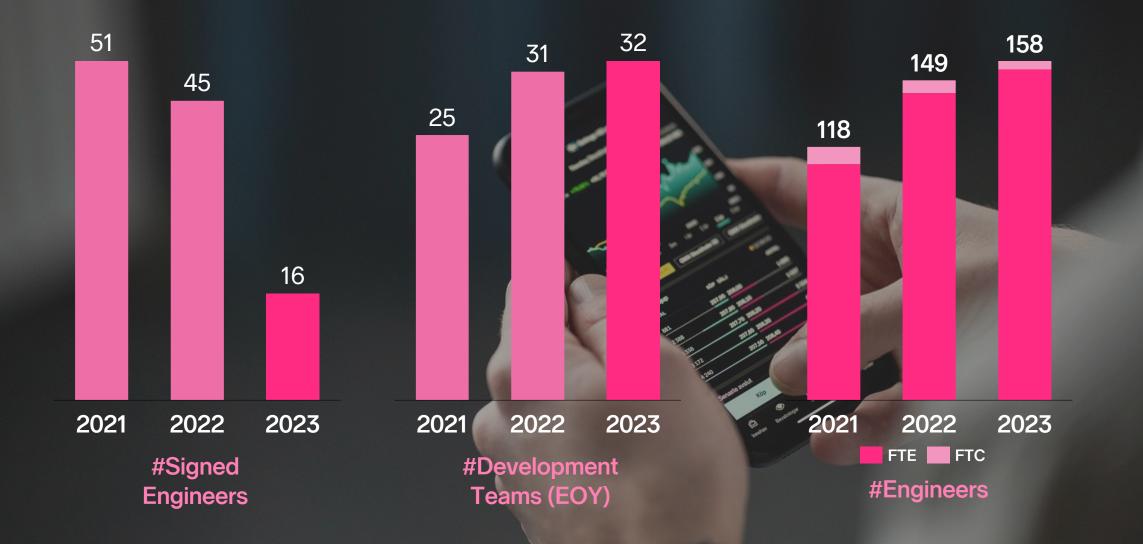
2019 2020 2021 2022 2023

% development on Nordnet X



# Scaling up development capacity

5

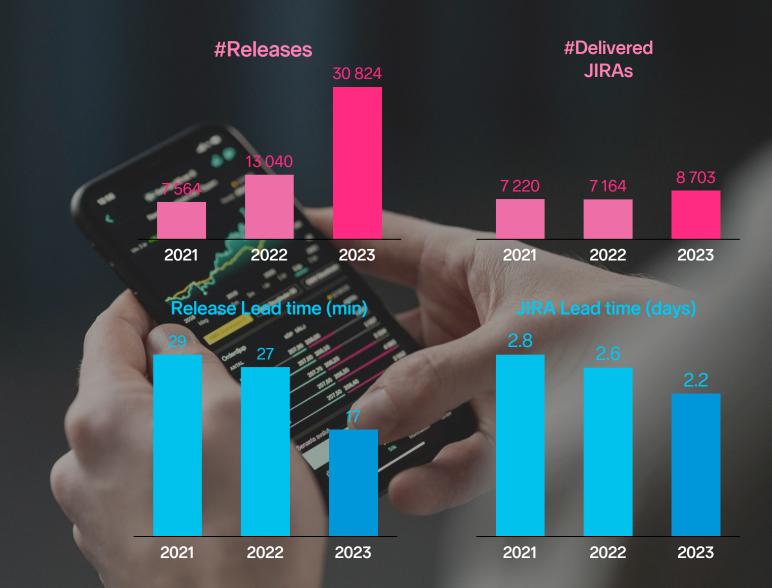


# **Sustaining Engineering Efficiency**

Automation Sunsetting Cloud migration Team autonomy

5

Drives improvements in all productivity KPIs





### Availability 2023 The bottom line

5



6 hours

Release cadence of web-app NEXT

**3 days** Release cadence of native app

30,824

Deploys during 2023



Nordnet

**Best-in-class people and operating model** People agenda **PURPOSE & HYBRID** STRATEGIC **EMPLOYER LEADERSHIP** DIVERSITY DIRECTION BRANDING **WORK MODEL** VALUES eNPS countdown to 45 Average last 4 quarters 42 40 37 36 36 35 32<sup>omet</sup> 30 27 25 23 17 4Q20 1Q21 2Q21 3Q21 4Q21 1Q22 2Q22 3Q22 4Q22 1Q23 2Q23 3Q23 4Q23



### Passion.

"We lean forward and walk the extra mile to inspire and motivate our customers and colleagues."

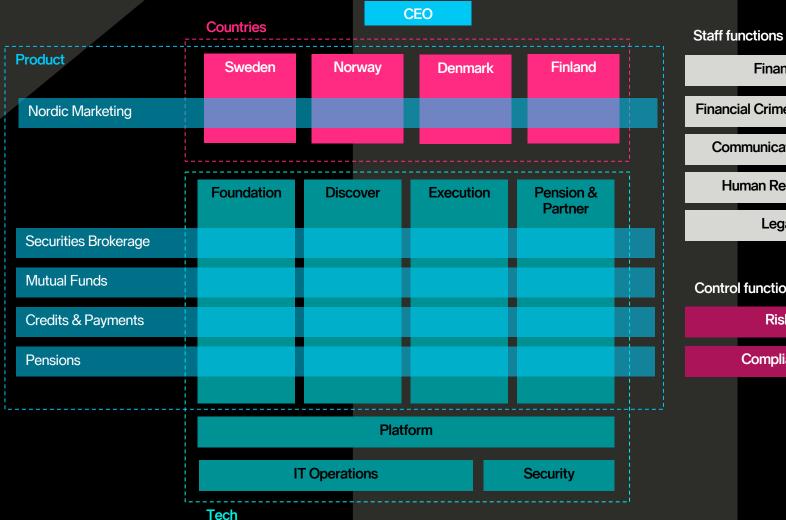
### Simplicity.

"We believe that easy-to-use products, straight to the point communication and modern ways of working create engagement and activity."

### Transparency.

We are open, honest and available, both internally and externally, to build trust and inclusion."

# Efficient operating model with clear responsibilities



6

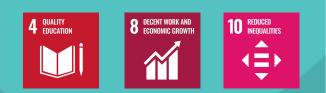


- One product and tech organization supporting all countries
- Front-to-back responsibility in the business lines will allow for optimization in the P&L, process and risk dimensions
- The countries are responsible for marketing, sales and customer service



# Sustainability at core of strategy

#### **Democratize savings and investments**



### Sustainable savings

4 QUALITY EDUCATION	8 DECENT WORK AND ECONOMIC GROWTH	13 CLIMATE ACTION

- Increase the general knowledge about personal finance
- Develop user-friendly and inspirational services for saving and investments
- A better gender distribution within savings and investments

- Have a broad set of sustainable savings and investment alternatives
- Make it easier for customers to invest more sustainably by creating digital and userfriendly tools
- Inspire and broaden the knowledge about sustainable savings and investments

#### A responsible and sustainable business



- Practice transparency, compliance and a high ethical standard
- Reduce impact on the environment and climate in own operations and supply chain
- Workplace characterized by equality & diversity
- Promote physical and mental health through a good working environment

Sustainability<br/>Strategy1. Democratizing<br/>Investments2. Sustainable<br/>Savings3. Responsible<br/>Business

# Deepdive: We focus on education and inspiration to increase the knowledge of personal finance

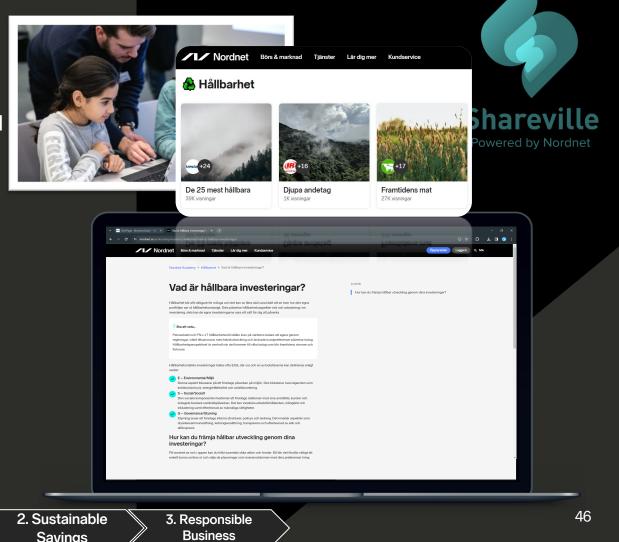
- Nordnet Academy learning center with a dedicated sustainability section
- Nordnet blog, podcasts and videos largest educational video platform in the Nordics
- Guidance flow monthly savings from zero to hero in six easy steps
- **Shareville** social investing platform with 300,000 users
- Over 6 million listenings on our four localized savings podcasts
- Local savings experts to increase knowledge in finance, participating in over 5 700 news articles

**Sustainability** 

Strategy

1. Democratizing

Investments



## Deepdive: We work to get more women to invest

- Nordnet Female Network a network to encourage more women to invest
- Educational events and social media posts in each country
- Founder of a tech-talent network, Power Women in Tech, with appurtenant Podcast

Pernilla Ramelö

in Tech

 Educational efforts in every country, including collaboration with local groups like Feminvest in Sweden and Finland

Josephine Stäring

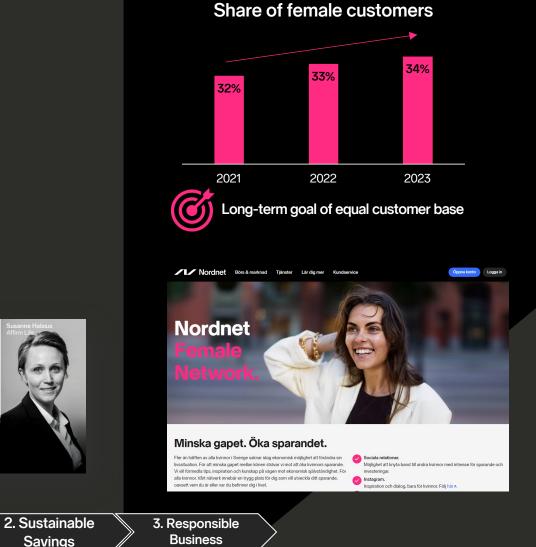
**Power Women** 

Sustainability

Strategy

1. Democratizing

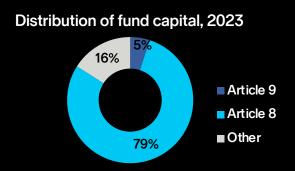
Investments





# Deepdive: Broad offering within sustainable savings

- Majority of Nordnet-branded funds follow ESG indices
- Broad ETF offering enabling customers to invest in all sustainability trends
- Vast majority of fund capital is today invested in article 8 or article 9 funds
- Share of capital in article 8 and 9 increased from 75 to 84 percent in 2023
- Rich sustainability dataset for mutual funds and ETFs



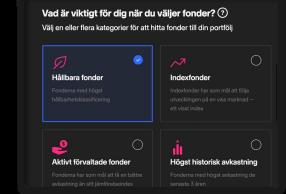
Namn 🗸	1 år 💙	Årlig avgift 🗸	Rating 🗸	Risk 🗸	Hållbarhet
Köp Nordnet Indeksfond Danmark ESG A		0,2%	****		8
Köp Nordnet Indeksirahasto Suomi ESG		0%	*****		8
Köp Nordnet Index Tillväxtmarknad ESG		0,4%	$_{\bigstar \bigstar \Rightarrow \Rightarrow \pm}$		8
Köp Nordnet Indexfond Europa ESG		0,2%	****		8
Köp Nordnet Indexfond Global ESG	+19,15%	0,2%	****		8
Köp Nordnet Indexfond Sverige ESG		0%	****		8
Köp Nordnet Indexfond USA ESG		0,2%	****		8
Köp Nordnet One Balanserad SEK		0,33%			8
Köp Nordnet One Försiktig SEK		0,34%			8
Köp Nordnet One Offensiv SEK	+16,34%	0,34%			8
Köp Nordnet Pensionsfond		0,75%	****		8
Köp Nordnet Indeksfond Norge		0%	****		6
Köp Nordnet Indexfond Teknologi	+28.08%	0.4%			6

Sustainability 1. Democratizing Strategy Investments 2. Sustainable Savings 3. Responsible Business



## Deepdive: Leading platform for sustainable investments

- First in Sweden to offer screening of mutual funds and ETFs to exclude unwanted holdings
- First in Sweden platform to introduce Article 8 / Article
   9 tagging of funds
- Guidance flow for mutual funds can populate allocation with sustainable funds
- Curated watchlists for sustainable investments, with over 25 available lists and over 500 000 views
- We report on carbon intensity on customers' portfolios every quarter, with targets to decrease intensity in line with Paris Agreement





2. Sustainable Savings

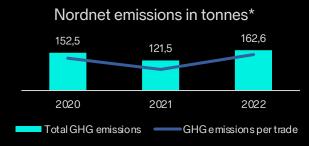
Business

## Deepdive: A responsible business in all aspects

#### **Climate impact**

Nordnet has established goal to decrease emissions in line with the Paris Agreement Our digital business model is inherently energy-efficient

Climate compensation with 110% of own emissions

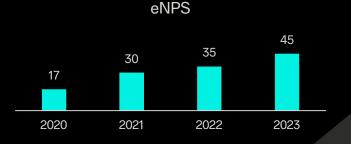


\*Emissions historically low in 2020-2021 due to limited business travel and commuting

Great place to work

Steady improvement in eNPS with initiatives to keep attracting and retaining talent

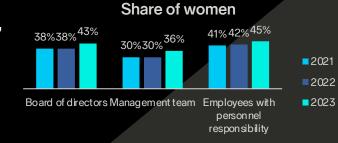
Flexible work model with both remote and office elements



### **Diversity & inclusion**

Goals on gender equality at all levels of the organization, with acceptance of +/- 10%

A steady increase in the share of women. Some levels are already within the target range



 Sustainability
 1. Democratizing
 2. Sustainable
 3. Responsible

 Strategy
 Investments
 Savings
 Business



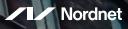
# Strong compliance and risk management

### Three lines of defence

8

Board and Executive Management overall responsible

Business Line Management	Risk Control and Compliance functions	Internal Audit	
First line of defense: Risk Ownership	Second Line of Defense: Control	Third line of defense: Assurance	
Owns risks and risk management activities Performs necessary controls to secure acceptable risk exposure	Establishes policies and framework, provides advice, facilitates risk assessment Performs independent control and follow-up	Independently tests, validates and assesses efficiency in governance, risk management and internal control processes and activities	



# Improved risk culture in first line of defense

AV Norcheit

Tone from the top

8

Proactive engagement with Legal, Risk and Compliance

**Education and workshops** 

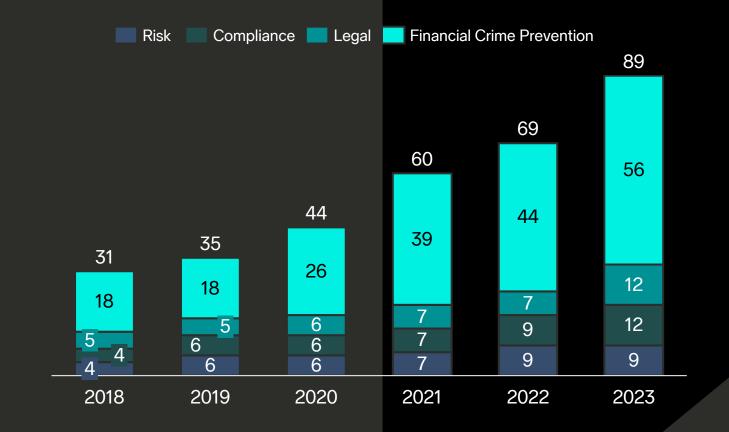
Processes and clarified responsibilities



## Increased staffing in control functions

Staffing in control functions has increased three times since 2018

8





## Control functions report directly to CEO





# Deep-dives: Market



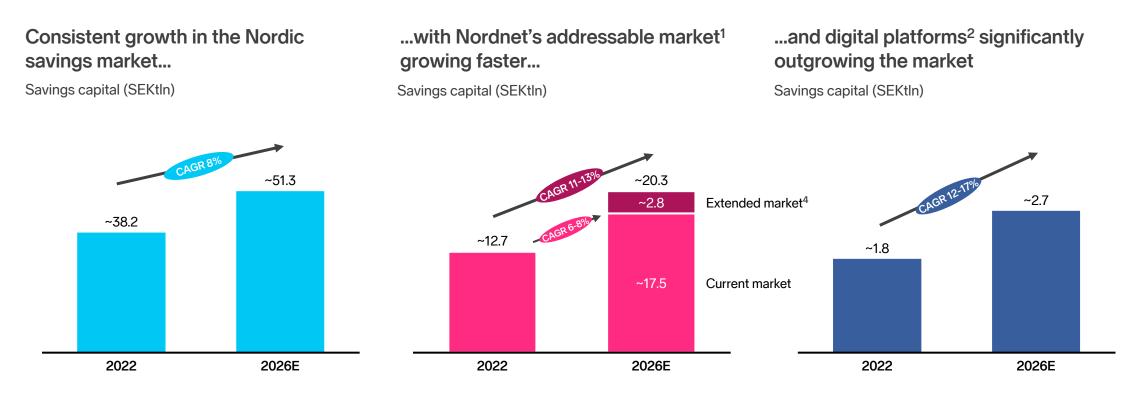
### We are positioned to be long-term winners

#1 PAN-NORDIC DIGITAL PLATFORM

PASSIONATE AND TALENTED PEOPLE

STRONG, SUSTAINABLE GROWTH OPERATING LEVERAGE AND CAPITAL LIGHT

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



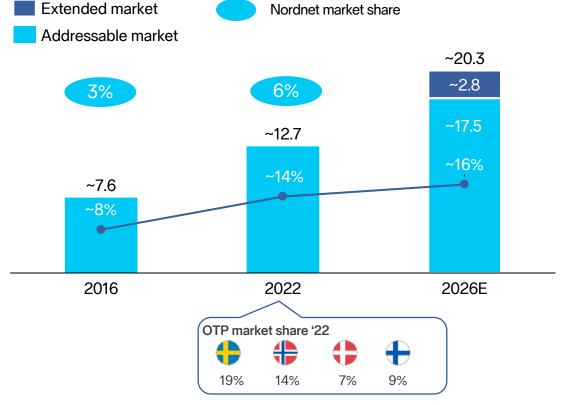
### Significant growth potential for Nordnet with only ~6% market share of the addressable market<sup>3</sup>

Source: SCB, Svensk Försäkring, SSB, Finans Norge, Nationalbanken Denmark, Statistics Denmark, Statistics Finland, Finnish centre for pensions, Team analysis (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 2022 savings capital of SEK715 bn and addressable market of SEK12.7 tln; (4) Extended market include DK Livrente and Fl insurance wrapper

# Digital platforms are taking market share

### Addressable savings capital SEKtIn

--- Online platform market share of current addressable savings capital



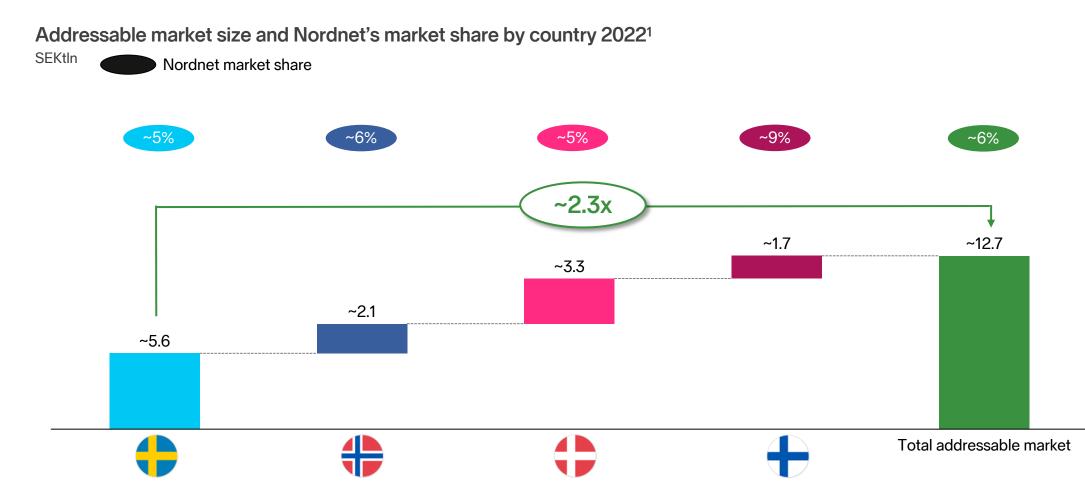
Key drivers of switching to a digital platform

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

Source: SCB, Svensk Försäkring, SSB, Finans Norge, Nationalbanken Denmark, Statistics Denmark, Statistics Finland, Finnish centre for pensions, Team analysis

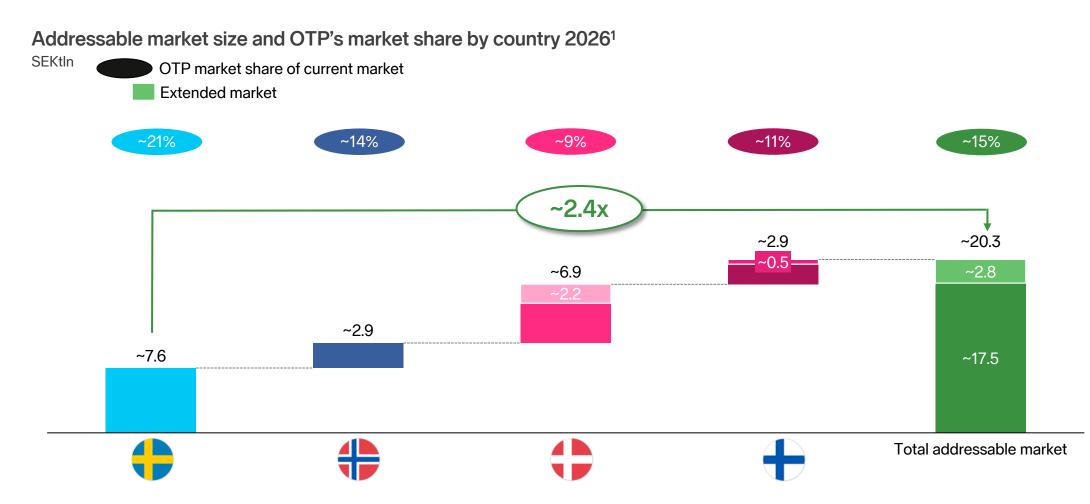
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# Strong growth runway for Nordnet across the Nordics...



(1) Source: SCB, Svensk Försäkring, SSB, Finans Norge, Nationalbanken Denmark, Statistics Denmark, Statistics Finland, Porssisaatio, Team analysis Addressable market defined as the estimated part of the overall Nordic savings market that Nordnet caters to with its current product offering

# ...with a considerable growth in the addressable market until 2026

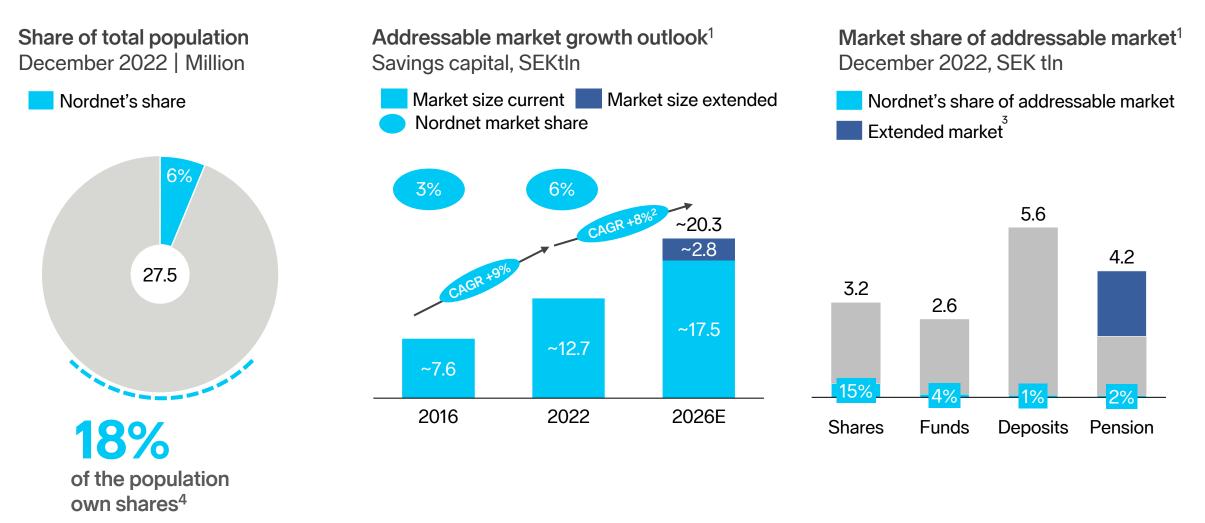


(1) Source: SCB, Svensk Försäkring, SSB, Finans Norge, Nationalbanken Denmark, Statistics Denmark, Statistics Finland, Porssisaatio, Team analysis Addressable market defined as the estimated part of the overall Nordic savings market that Nordnet caters to with its current product offering

# Nordnet competes primarily with online platforms and incumbent banks

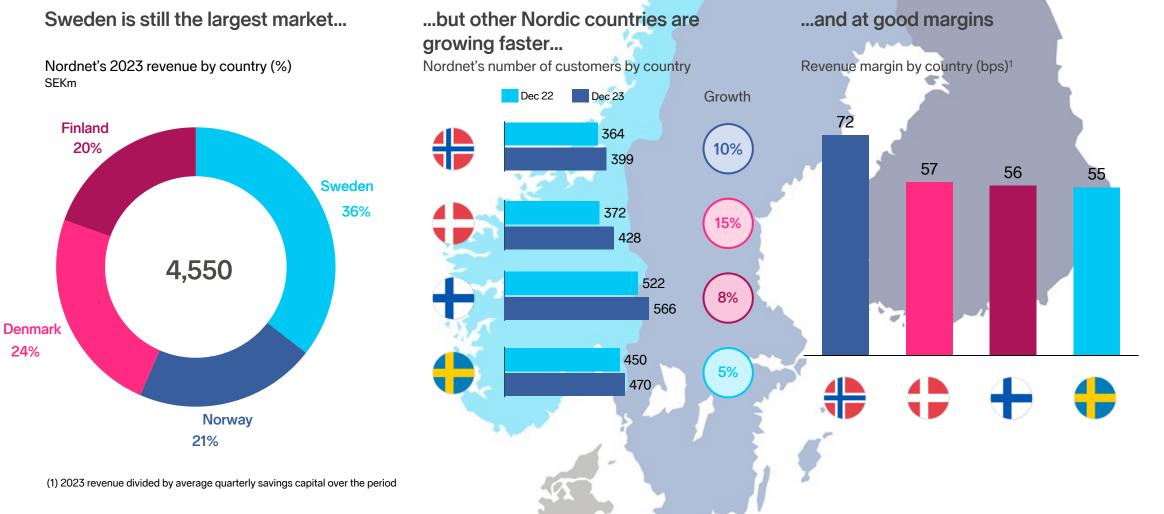


# Nordnet is taking market share in a growing market



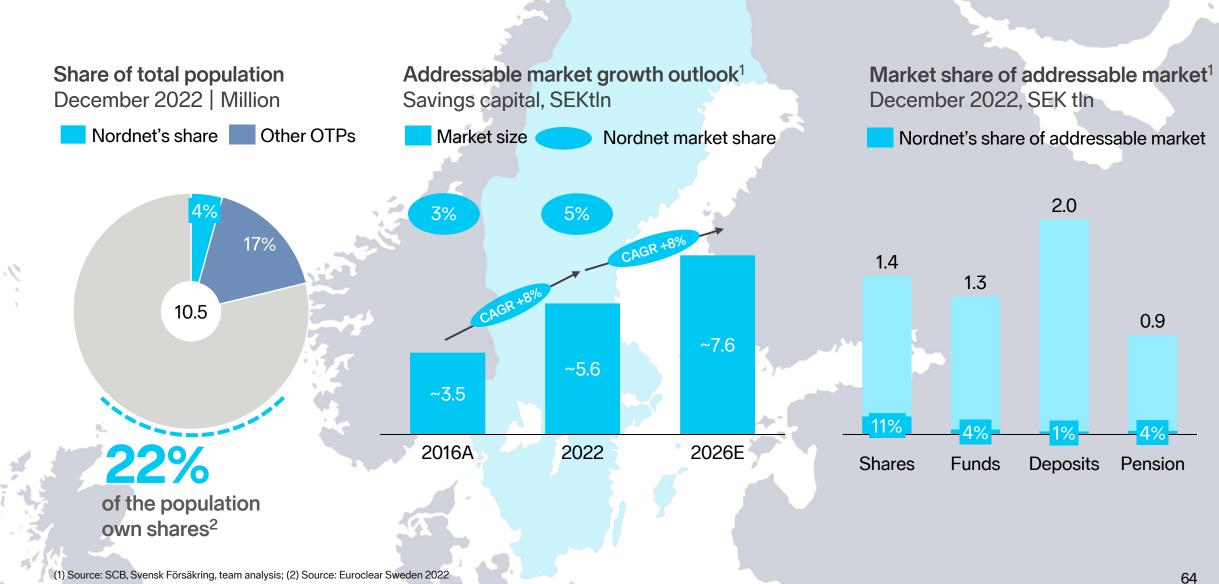
(1) Source: SCB, Svensk Försäkring, SSB, Finans Norge, Nationalbanken Denmark, Statistics Denmark, Statistics Finland, Finanssiala Ry, Team analysis; (2): Excludes development in extended market (Finnish wrapper, Danish Livrente); (3): Extended market of Dansih Livrente and Finnish wrapper is currently not addressable; Addressable market defined as the estimated part of the overall Nordic savings market that Nordnet caters to with its current product offering
 (4); Source: Euroclear Sweden 2022; Euronext Securities Oslo 2022; Euronext Securities Copenhagen 2022; Porssisaatio 2022

# Only pan-Nordic digital savings and investment platform at scale









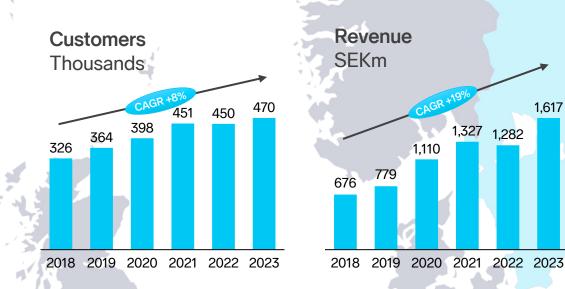


#### Achievements 2023

Customers able to change commission class daily

New customer offering improved

Award for Nordnet Index Global 125



#### **Customer behavior**

638k savings capital per customer (SEK)<sup>1</sup>

50% own shares

Plans for 2024 and beyond

Increase awareness and preference in retail segment

Add value to Private Banking offering, increase SOW and loyalty

3.500

customer (SEK)<sup>2</sup>

income per

45%

own funds

Focus on pension transfer market via multi-channel distribution

trades per customer per month<sup>3</sup>

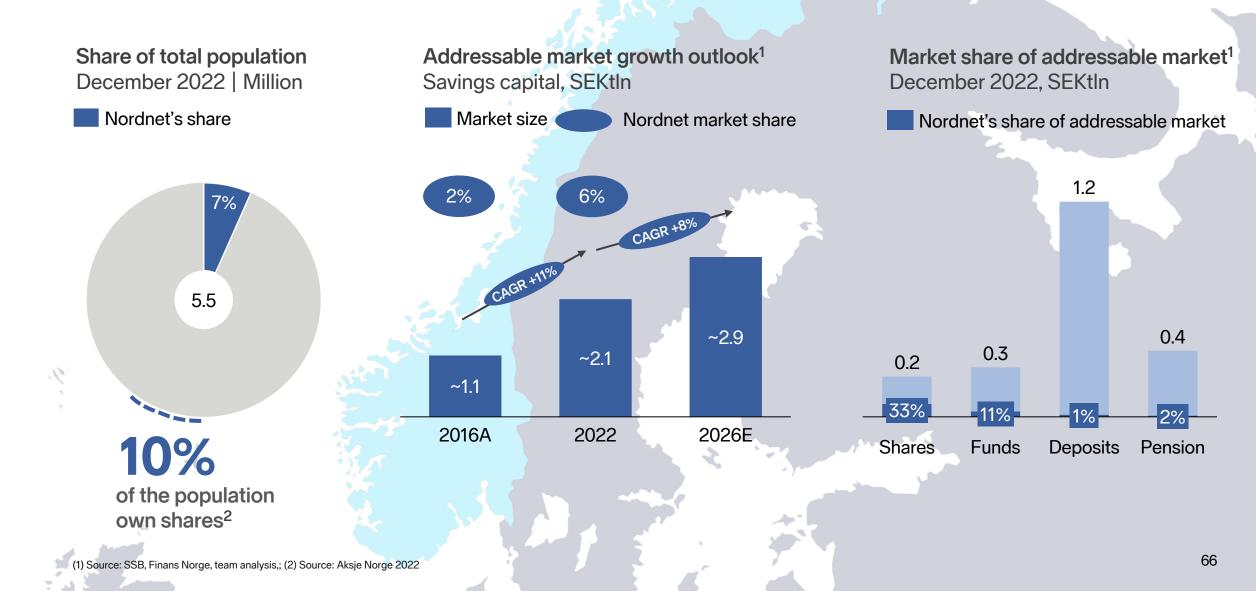
Nordnet

4% cross-border trades

(1) Average guarterly savings capital per customer over 2023; (2) Revenue in 2023 divided by the average guarterly customer base over the same period; (3) Number of trades in 2023 divided by the average guarterly customer base divided by twelve

1,617





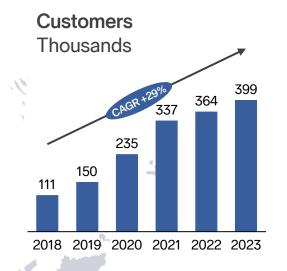


Achievements 2023

#### 6.8 B net savings in funds

3.5 x increase in Social Media followers

#1 domestic broker Oslo Børs





#### **Customer behavior**

**346k** savings capital per customer (SEK)<sup>1</sup>

67% own shares

Plans for 2024 and beyond

Keep and develop our strong position within brokerage

Further grow fund and pension business

Attract more Private Banking clients with our one-stop shop offering

2,500 income per

41%

own funds

customer (SEK)<sup>2</sup>

**2.3** trades per customer per month<sup>3</sup>

Nordnet

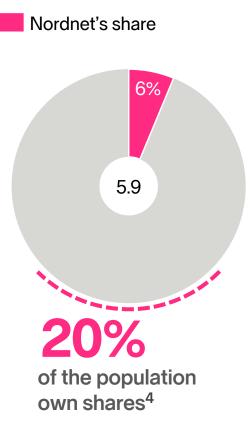
27% cross-border trades

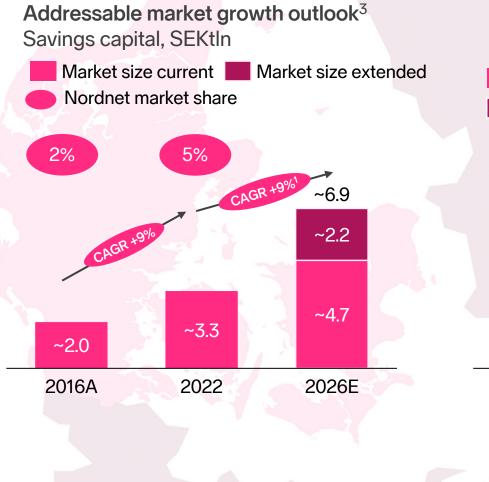
(1) Average quarterly savings capital per customer over 2023; (2) Revenue in 2023 divided by the average quarterly customer base over the same period; (3) Number of trades in 2023 divided by the average quarterly customer base divided by twelve

/// Nordnet

## Denmark

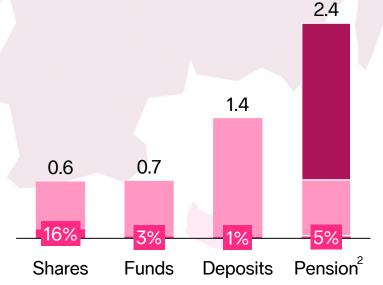
Share of total population December 2022 | Million





Market share of addressable market<sup>3</sup> December 2022, SEKtIn

Nordnet's share of addressable marketExtended market



(1): Excludes development in extended market (Livrente); (2): Market share of 5% relates to current market excluding the extended market; (3) Source: Nationalbanken Denmark, Statistics Denmark, team analysis; (4) Source: Euronext Securities Copenhagen 2022

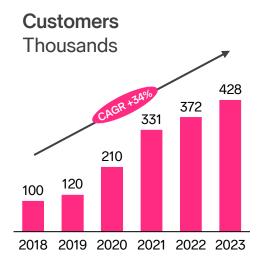
## Denmark

Achievements 2023

Continued strong customer inflow and net savings

All time high Brand Position and #1 in EPSI survey

Increased flow into Nordnet bank pension offering





#### **Customer behavior**

**479k** savings capital per customer (SEK)<sup>1</sup> 2,700 income per customer (SEK)<sup>2</sup>

**2.0** trades per customer per month<sup>3</sup>

76% own shares

44%

**41%** cross-border trades

Plans for 2024 and beyond

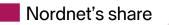
Launch of Danish "livrente" pension product

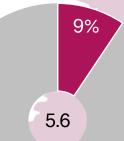
Solidify Nordnet as most inspiring financial brand in the country

Expand services and awareness through collabs/partnerships

# **Finland**

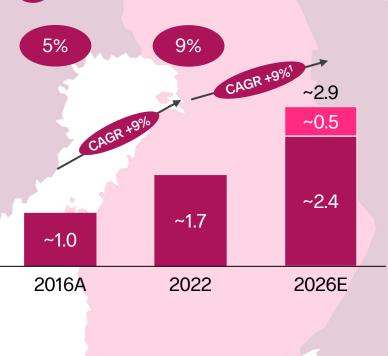
### Share of total population December 2022 | Million





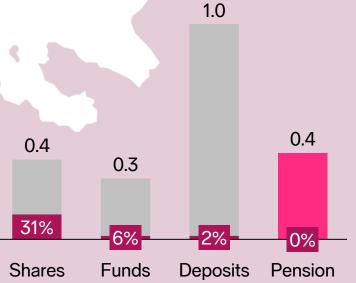
**17%** of the population own shares<sup>3</sup>

Addressable market growth outlook<sup>2</sup> Savings capital, SEKtIn Market size current Market size extended Nordnet market share



Market share of addressable market<sup>3</sup> December 2022, SEKtln

Nordnet's share of addressable market Extended market



(1): Excludes development in extended market (Finnish wrapper); (2) Source: Statistics Finland, FINANSSIALA RY, team analysis; (3) Source: Porssisaatio 2022



#### Achievements 2023

#1 EPSI Rating: the most satisfied investors

Successful launch of endowment wrapper

Suomi index became #1 fund in FI (#owners)





Customer behavior

293k savings capital per customer (SEK)<sup>1</sup>

66% own shares **1,600** income per customer (SEK)<sup>2</sup> 1.4 trades per customer per month<sup>3</sup>

53% own funds **39%** cross-border trades

Plans for 2024 and beyond

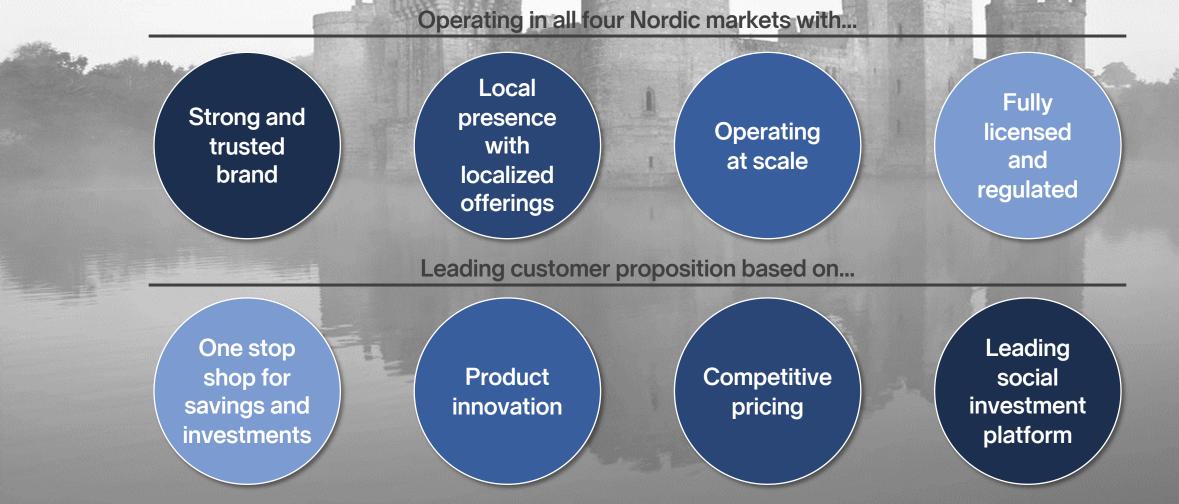
Onboard Handelsbanken brokerage customers to Nordnet (deal 11/2023)

Focus on Private Banking segment and wrapper sales

Grow fund business and increase margin

(1) Average quarterly savings capital per customer over 2023; (2) Revenue in 2023 divided by the average quarterly customer base over the same period; (3) Number of trades in 2023 divided by the average quarterly customer base divided by twelve

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





# Deep-dives: Growth



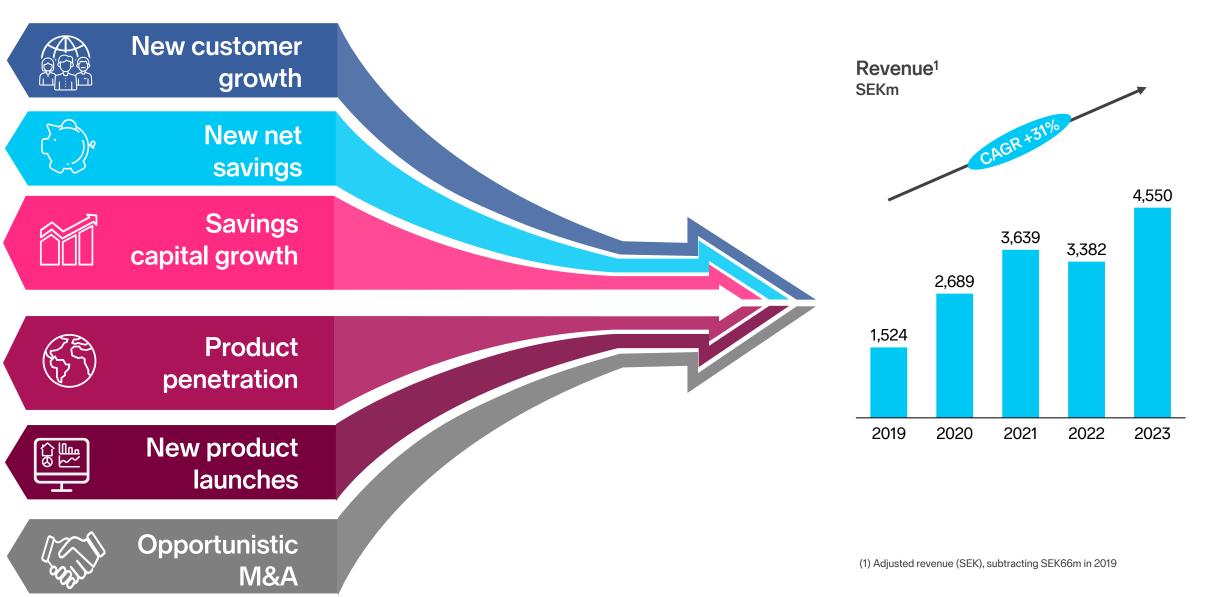
## We are positioned to be long-term winners

#1 PAN-NORDIC DIGITAL PLATFORM

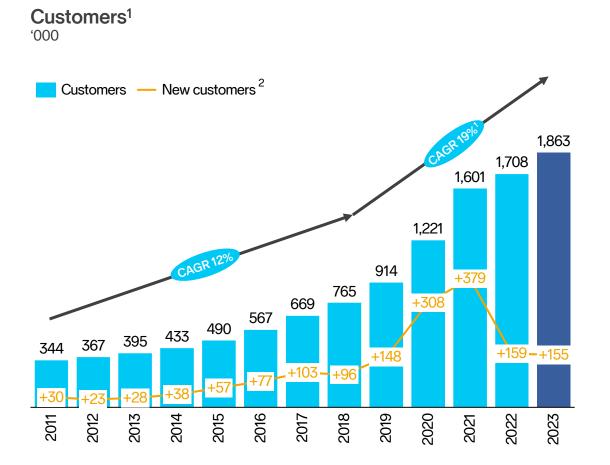
PASSIONATE AND TALENTED PEOPLE

STRONG, SUSTAINABLE GROWTH OPERATING LEVERAGE AND CAPITAL LIGHT

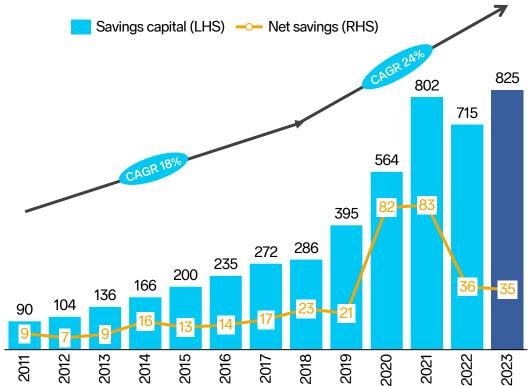
## Nordnet has six main revenue growth drivers



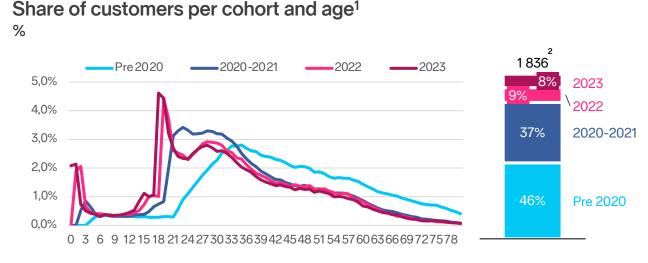
# Continued long-term growth in customers and savings capital

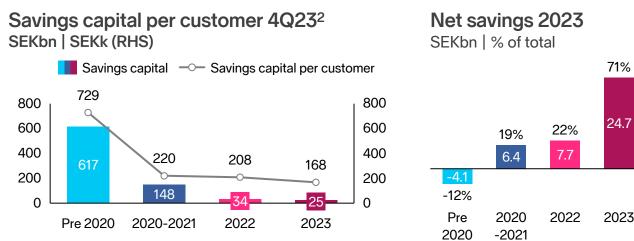






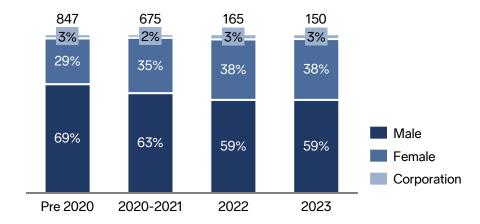
# New customers are younger, higher share of women and own more funds



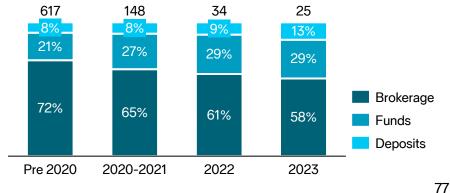


(1) Excludes customers who only carry an unsecured loan, companies and private customers > 80 years. (2) Excludes customers who only carry an unsecured loan

Share of customers by cohort and gender<sup>2</sup> 4Q23 | ('000)

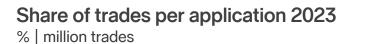


Share of savings capital by cohort and asset type 4Q23 | SEKbn

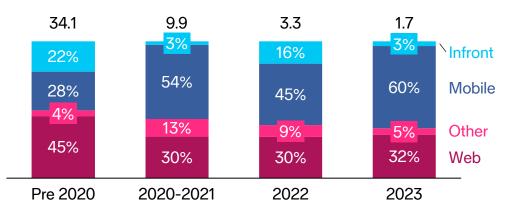


# New customers remain active, grow net savings and drive high margins

#### 

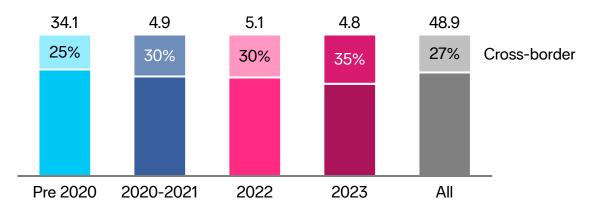


Revenue margin 2023

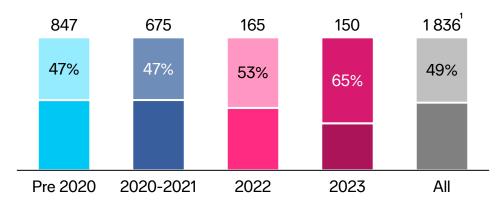


(1) Number of unique customers making at least one trade during the period divided by number of customers end of the period

Share of cross-border trades 2023 % | million trades



Share of customers trading during 2023<sup>1</sup> % | Thousand customers

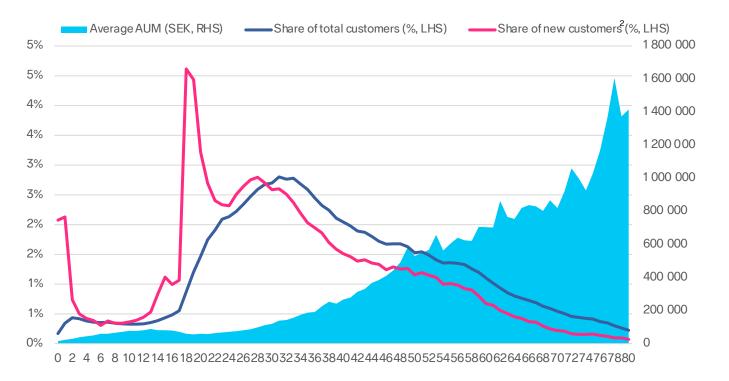


#### Nordnet

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

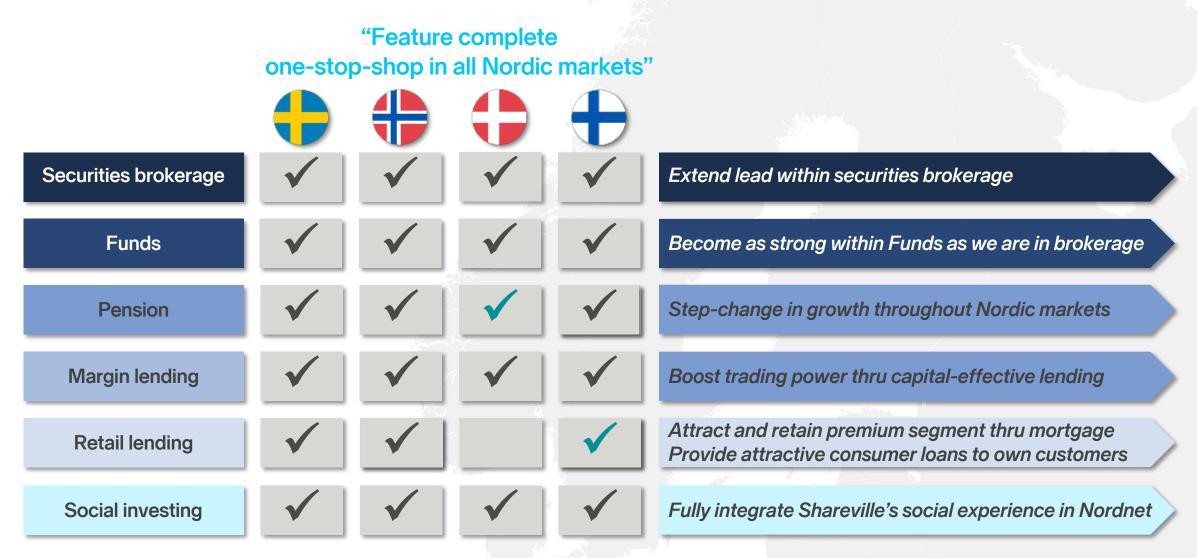
#### Strong future growth outlook

Distribution of Nordnet's savings capital and number of customers by age<sup>1</sup>





## **One-stop shop for savings and investments**



**Enablers**: Own fund company, passported insurance companies in Finland and Denmark

#### Nordnet

## **This is Securities Brokerage**

Pension

Fully integrated Securities business:

 Shares, bonds, warrants, options, futures, certificates, stock lending and margin lending

Funds

- Electronic trading on 26 venues in 8 countries through primary membership and E2C strategic partnership with Citi
- Invest in >2,000 ETFs
- Commission-free trading in >11,000 ETPs with Nordnet Markets
- IPO business with pan-Nordic placing power
- Variety of accounts available



(1): 2023 figures

5.2bn traded value SEK per day<sup>1</sup> Corporate Actions IPOs, AGM/EGMs, dividends, splits, rights issue.

# Clearing & Settlement

Clearing & Settlement, transfer of securities, reconciliation of customer positions.

>135,000

exchange-traded

instruments on platform



## Business Development

Exchange Traded Products, Fixed Income Products, Equity Finance, Public Offerings

## Brokerage Desk

Execution of high-touch customer orders and internal order assignments

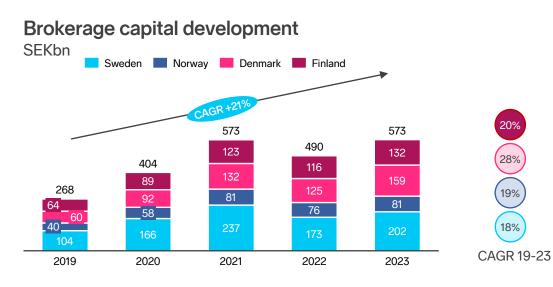
## Trading tech

8

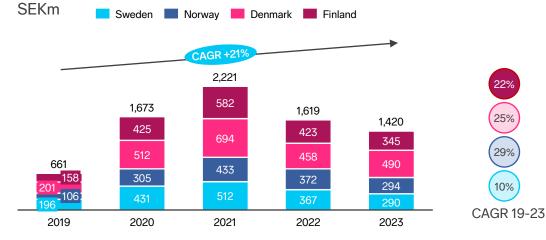
Execution domain in Product & Tech focused on order validation, order routing and position performance

81

## Leading securities brokerage offering



### Transaction-related income development



Customer behavior<sup>1</sup>

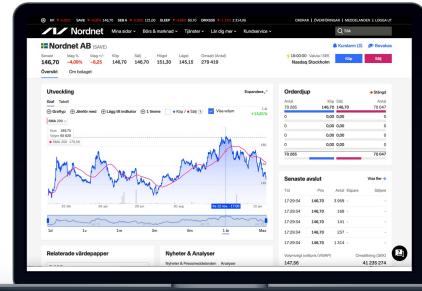
~900k customers made a trade

1.3 trn In traded value | SEK

**2.3 trades 27%** per customer per month

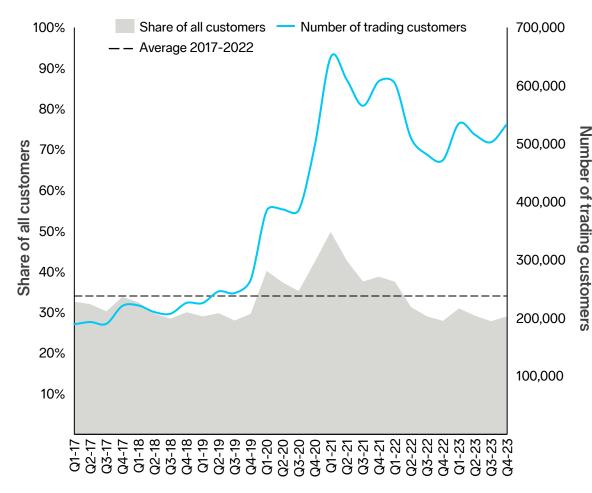
cross-border trades

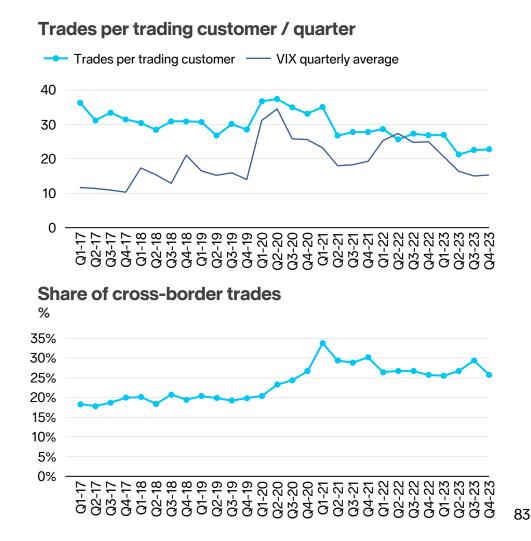
+25%margin per trade compared to 2019



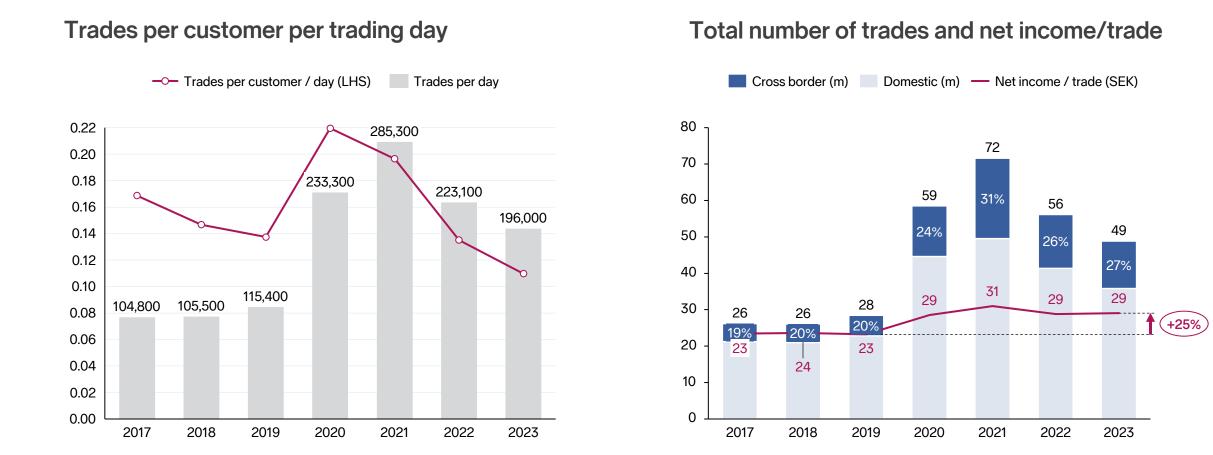
## Trading affected by uncertain macro environment and low volatility but cross-border remains robust

#### **Trading customers**





# Trades per day have almost doubled since 2019 and each trade drives more revenue



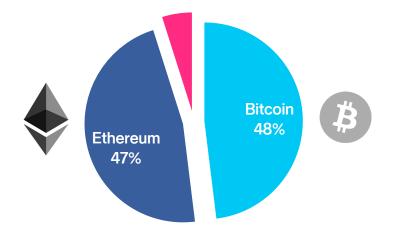
## Case study: Crypto-related instruments

Credit

Focus on education and ensuring customers understand products and risks

Nordnet provides access to crypto-backed ETNs/ETCs on regulated trading venues

No wallets or "physical" crypto currently



~1%

of Nordnet customers hold crypto-related assets

**<0.5%** 

of savings capital is in crypto-related assets

**0.3m** 

trades in cryptorelated assets 2023

<b>BITCOIN XBT</b> (BITCOIN XBT		Services      Learn more      Customer service
y Sell At most Lowest 00 0.00 1,960.48 1,870.09	,	ead% Spread Turnover (Quantity) - 26 673
Underlying		Development Expand
SEKBITCOIN		Graph Chart
Last Today% Today +/- Time Please note that the price information above does not n asset of the product and should be seen as indicative. Ir underlying asset can be found in its final terms.		⊕ Jämför med         ● Buy / ● Sell ⑦         Show volume         + 6.30 % 6.
Product information ?	BITCOIN XBT	1000 Jacob
Short name	BITCOIN XBT SE0007126024	444
Traded in	SEK	1500
Туре	Certificate	
Long / Short	Long	1d 1v 1m 3m 6m this year 1 year 3 years 5 years Max
Underlying	-	
Issuer	XBT Provider	News & Press releases
First trading day	2015-05-18	2021-08-31 17:30 GlobeNewswire
Mortgage ratio 0	%	XBT Provider Receives Approval for and Publishes Updated Prospectus
Fact sheet	Download	2021-07-27 10:38 GlobeNewswire XBT Provider AB (Publ) Publishes Half Year Interim Report 2021
Final terms	Download 🗋	2021-04-27 10:57 GlobeNewswire XBT Provider AB (Publ) Publishes 2020 Audited Financial Statements For The
Key data		Period Ended 31 December 2020

Other includes Cardano, Solana, Polkadot, Ripple et al

Note: 2023 figures

Nordnet

Credit

## This is Mutual Funds

## Fully integrated Funds business:

 >2,000 mutual funds, including index funds, hedge funds and multi-asset funds

Funds

- Best in class screening tools and guidance
- Fully scalable digital platform
- Family of Nordnet funds, low cost index & rebalancing allocation funds
- Large opportunity to grow in Funds within the "Saver" segment

Fund Savings Open fund platform and guidance services and tools

Fund Operations Order routing, transfers, corporate actions

Captive fund company Nordnet Fonder AB

+85m net fund buys per day (SEK) >2,000 mutual funds on the platform 184bn in fund savings

capital<sup>1</sup>

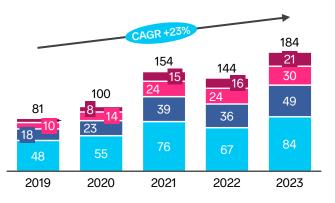
1 The second

# Leading Nordic fund supermarket

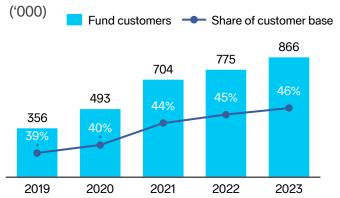
### Fund capital by country



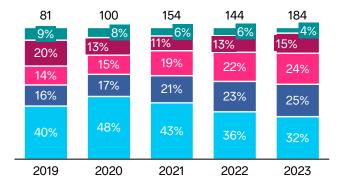




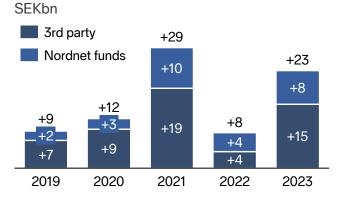
### **Fund customers**







### Net fund buying



- Fund capital growing 2X total savings capital
- One quarter of fund capital is Nordnet branded
- Nearly half of customers own funds fund customer growth +12%
- Almost two thirds of all fund customers own Nordnet funds





Credit

Pension

## This is **Pension**

## Wholly-owned pensions group:

- Complete pension solutions in Sweden for both private individuals and employers, with additional offerings in Norway, Denmark & Finland
- Private pension savings and individual pensions savings products offered in Sweden, Norway and Denmark
- Insurance wrapper in Sweden, Norway & Finland
- Stock lending results in incremental investment return of up to ~1% p.a.
- Uniquely positioned to tap Danish livrente market

## Pension

Nordnet Pensionsförsäkring AB Nordnet Livforsiking AS Nordnet Livforsiking finnish branch

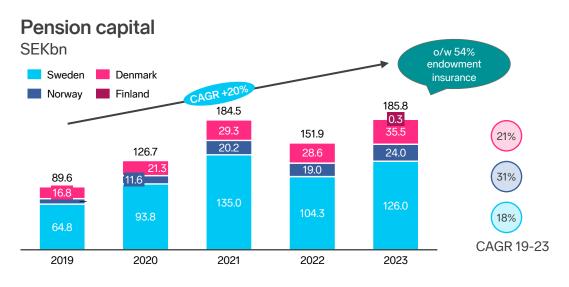
Nordnet

**186bn** in pension savings capital 2023 (SEK)

## >60,000

investment product to choose from

## Pension to benefit from continued deregulation



**Pension customers '000** o/w 50% holds an endowment Sweden Denmark insurance Norway Finland CAGR +19 278 255 26% 232 39 174 88 81 39% 23 140 42 24 10% CAGR 18-23 2022 2019 2020 2021 2023

Customer behavior<sup>1</sup>

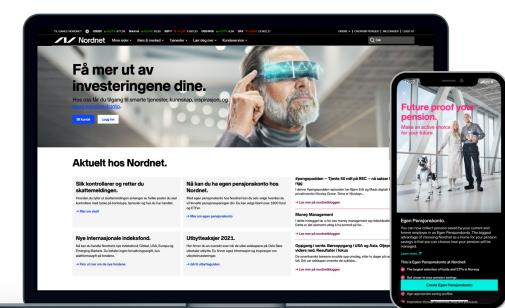
278k Customers

+11.1bn net savings



Nordnet

~15% of customers have a pension scheme

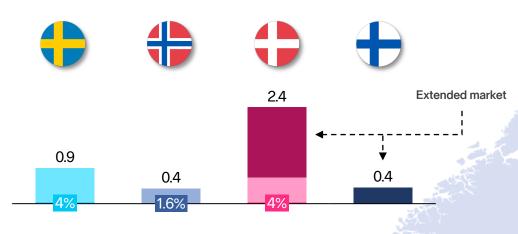




# Opportunity to grow in the pension market

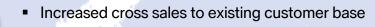
Nordnet's share of addressable market<sup>1</sup> (SEKtln)

Funds



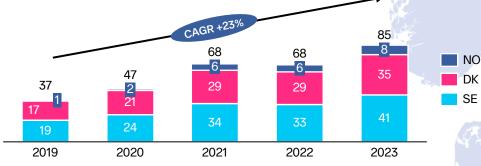
Key focus areas

- Enhance process for transferring pension capital to Nordnet
- Increased cross sales to existing customer base
- Lobby for removing requirement of employer signature for transfers



- Enhance process for transferring pension capital to Nordnet
- Set up an insurance branch
- Develop a "Livrente pension product"
- Develop Wrapper even further with add on services
- Grow customer base in wrapper

Development of Nordnet's pension assets<sup>2</sup> (SEKbn)



<sup>(1) 2022</sup> figures; (2) Excludes assets from endowment insurances

Source: SCB, Svensk Försäkring, Finans Norge, Statistics Denmark, Statistics Finland, Finnish centre for pensions, Nordnet analysis

## Case study: Finnish Wrapper (released 2023)

## What is "Finnish wrapper"?

 Finnish wrapper is a tax efficient insurance product with an inheritance plan included

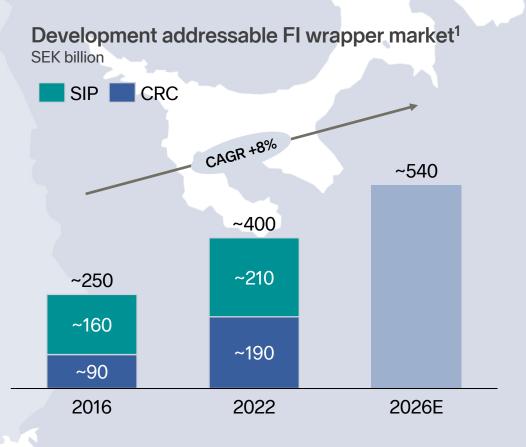
Funds

 It has a wide instrument universe including stocks, mutual funds and ETF's

## **Opportunity for Nordnet**

- Nordnet aims to establish a one-stop-shop for savings and investments in Finland
- This will strengthen our position among HNW clients
- There is a ~SEK400bn wrapper market in Finland which is consistently growing
- Nordnet will be the first actor in the market with a full digital solution
- SIP will be launched initially and later followed by CRC

CRC = Capital redemption contracts: Customer can trade inside the wrapper without any capital gains tax effect, only withdrawals (on profit) will be taxed. SIP = Savings and investment policies: CRC + life insurance component



<sup>(1)</sup> Source: FINANSSIALA RY, team analysis

Securities brokerage

#### Credit

# **Case study: Livrente**

Funds

### What is "livrente"?

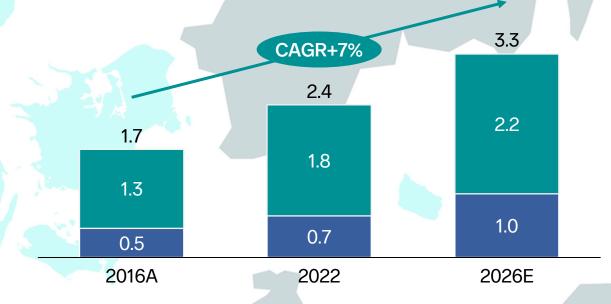
- "Livrente" is a Danish pension product which pays a monthly amount as long as you live
- Some 50% of the Danish pension market is invested in a Livrente product
- It can only be provided by insurance companies

## **Opportunity for Nordnet**

- Nordnet aims to establish a life insurance branch in Denmark to address this SEK1.8 trillion market
- This will leverage our strong market position in Denmark
- In the future, we will evaluate establishing a B2B platform including strategic partnerships with brokers



Addressable today Extended market



Nordnet

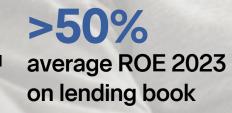
## This is Credit

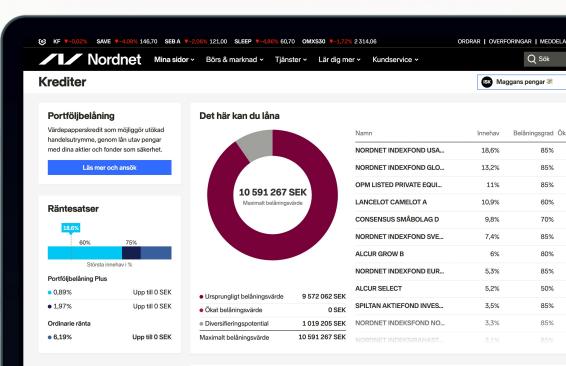
### Highly complementary suite of credit products

Funds

- Margin lending allows customers to amplify returns
- Own mortgage to attract and retain HNWIs
- Automated credit processes
- Capital-light credit resulting in high RoEs

29.5bn in total lending (SEK)<sup>1</sup>





#### Frågor & svar

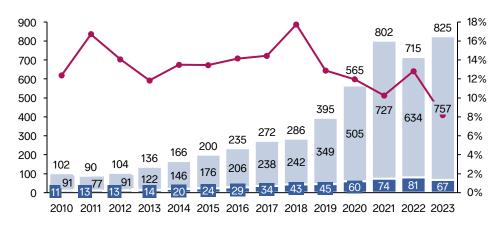
+ Vilka värdepapper är belåningsbara?

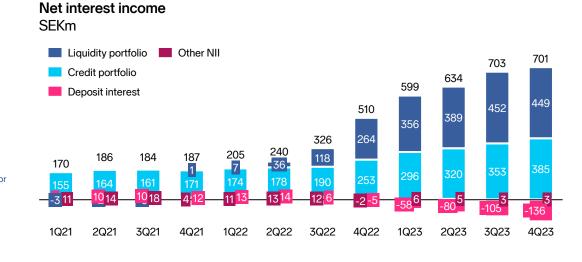
- + Hur fungerar belåning på en kapitalförsäkring?
- + När betalar jag ränta för värdepappersbelåning?

## Net interest income overview



SEKbn | % Brokerage/Funds





#### Yields bps

-2

1Q21

-2

2Q21

-5

3Q21

4Q21

- Liquidity portfolio - Deposits 452 - Credit portfolio • O • NII vield 429 377 337 229 140 .....0 297 290 272 275 268 267 105 99 101 92 95 90 0... 24

3

3Q22

4Q22

1Q23

2Q23

5

1Q22

2Q22

526

402

-79

4Q23

489

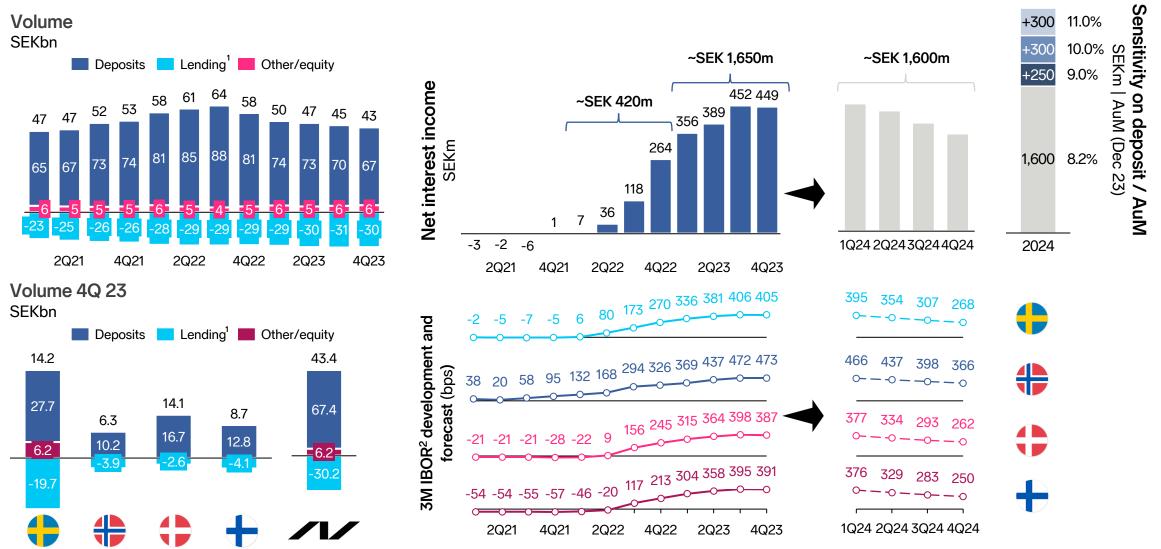
385

3Q23



## Liquidity portfolio snapshot: ~SEK1.6bn in 2024\*

\*Assumes 4Q 2023 volume, currency allocation, credit spreads and market consensus estimates for IBOR development.



(1) Including lending against pledged cash and cash equivalents; (2) Source: Bloomberg as per 2024-01-12



## Loan portfolio snapshot: ~SEK1.5bn in 2024\*

SEKm

87

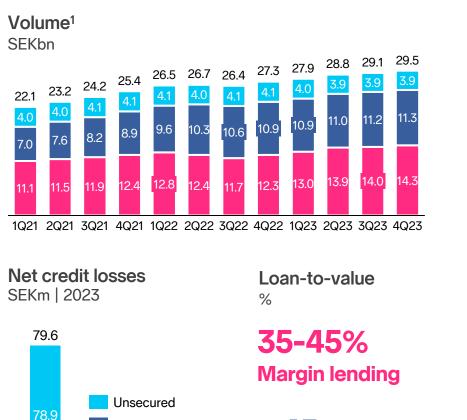
\*Assumes 4Q 2023 volume, 3M IBOR forecast (p.11) and pass-through of; Margin lending (50%), Mortgage (100%), Unsecured (90%).

#### Unsecured 🗾 Mortgage 📕 Margin lending

~SEK 650m

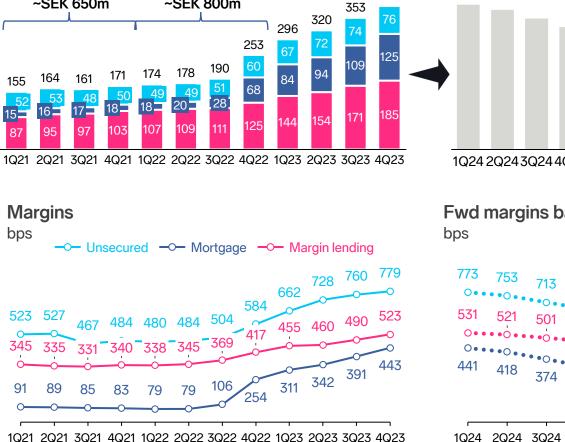
Net interest income

~SEK 800m



~45%

Mortgage



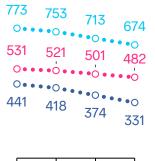
~SEK 1,350m

385

1024 2024 3024 4024

Fwd margins based on\*

~SEK 1,500m



1Q24 2Q24 3Q24 4Q24

(1) Excluding lending against pledged cash and cash equivalents

Mortgage

Treasury

0.0 -0.9

Margin lending

## Deposit interest cost snapshot: SEK 500m in 2024\*

\* Assumes interest rates and volumes as per December 2023 with 100% pass-through of fwd IBOR changes (p11). Assumes that interest on non-savings account deposits remains at 4Q23 levels. Volume sensitivity does not account for net effect of transfer from other interest-bearing account or additional interest income in liquidity portfolio from new deposits.



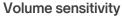
## Net interest income sensitivity

\*Assumes pass-through of; Liquidity portfolio (100%), Margin lending (50%), Mortgage (100%), Unsecured (90%) and Savings accounts (100%). Deposit balance changes with Deposit/AuM relation where AuM is fixed at 4Q23. Saving account balance fixed at 20% of total deposits (4Q23).

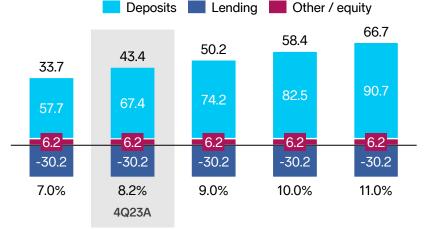
	Deposits/ Autvi						
Change in interest rate vs 4Q23	(SEKm)	7,0%	8,2%	9,0%	10,0%	11,0%	
	+100 bps	+150	+520	+780	+1,090	+1,400	
	+50 bps	-70	+260	+490	+770	+1,050	
	No change	-290	0	+200	+450	+700	
	-50 bps	-510	-260 -300	-80	+130	+350	
	-100 bps	-730	-520	-370	-190	-10	
C			•			•	

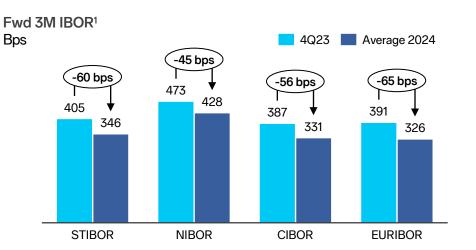
Deposits/AuM

used scenario for 2024



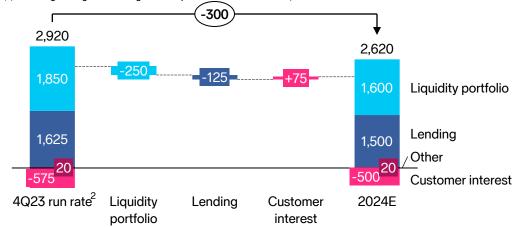
SEKbn





Net interest income scenario

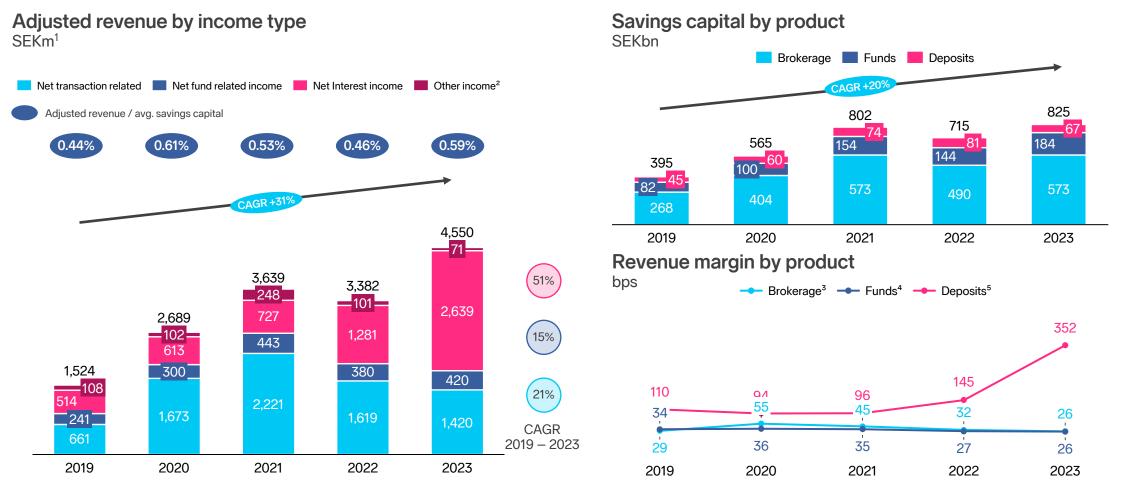
SEKm | (assuming a weighted average of 58 bps delta vs 4Q23 IBORs)



(1): Bloomberg as per 2024-01-12; (2) Assumes 4Q23 volumes and interest margins as per 2023-12-31

99

# In summary: Resilient revenue bolstered by diversified revenue streams





# Deep-dives: Operating leverage and capital

100



## We are positioned to be long-term winners

#1 PAN-NORDIC DIGITAL PLATFORM

PASSIONATE AND TALENTED PEOPLE STRONG, SUSTAINABLE GROWTH OPERATING LEVERAGE AND CAPITAL LIGHT

### /// Nordnet

102

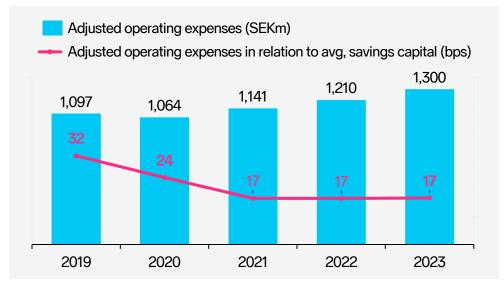
# Rigorous focus on cost discipline to drive operating leverage

### Key drivers of operating leverage

- Scalable cloud-powered tech platform
- Process simplification and automation
- Highly efficient customer growth
- Manage third party spend

### Operating leverage drives improvement in cost margin

Adjusted operating expenses<sup>1</sup> in absolute terms and in relation to avg. savings capital (bps)<sup>2</sup>



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



Frida Bratt Savings economist

- 1,950 media guotes / statements
- Savings profile of the year 2022
- 16,800 followers on Twitter

**Biørn Erik Sættem** Savings economist

- 200 media guotes / statements
- 10,700 followers on Twitter







- Martin Paasi Savings economist
- 50 media guotes / statements
- 34,700 followers on Twitter

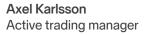


- Ara Mustafa Investment coach
- Weekly podcast host for Sparpodden
- 19.800 followers on Twitter



- Roaer Berntsen Investment expert
- 650 media quotes / statements
- 15,900 followers on Twitter





- Frequent interaction with active traders
- 30.900 followers on Twitter



- 330 media guotes / statements
- 20,700 followers on Twitter

2,300 media quotes / statements Most guoted economist in Denmark 10.500 followers on Twitter

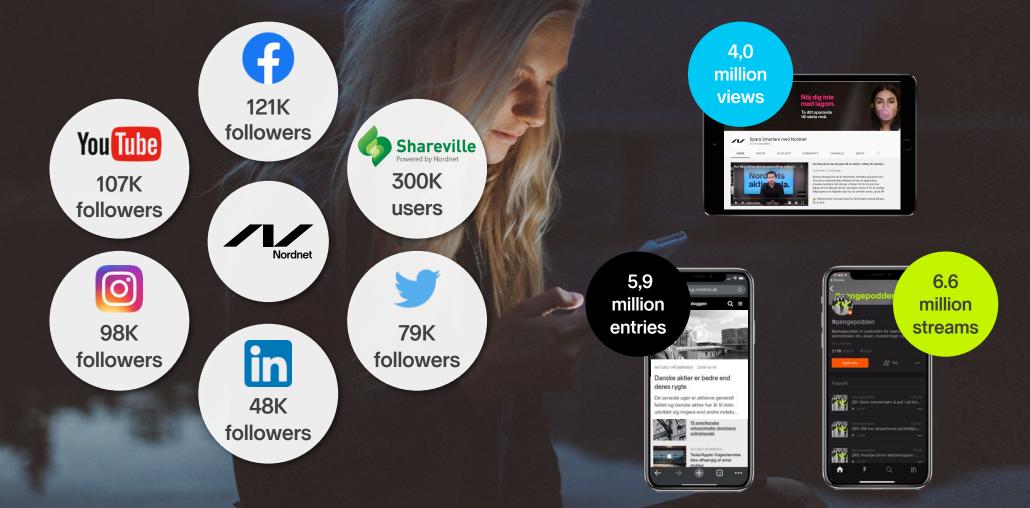


Jukka Oksahariu Stock Strategist

260 media guotes / statements

• 23,300 followers on Twitter

# ...and more than 500k members in our community, with millions of views, streams and sessions...



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

attractive customer lifetime value

# ...results in highly profitable customer growth

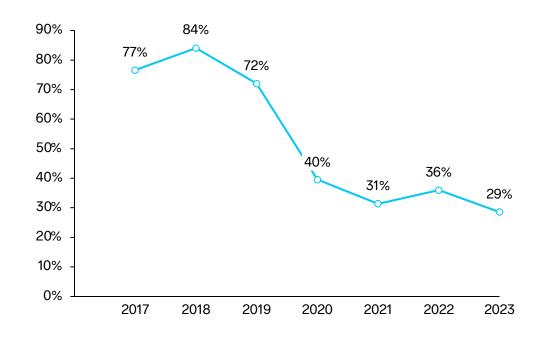
## High share of low-cost organic searches together with increasing retention rates...

Share of new customers by Nordnet's customer acquisition cost vs. average lifetime customer value Retention of active customer base SEK acquisition channel<sup>1</sup> year ago<sup>2</sup> >86x ~66 000 98.0% 97.9% 97.5% 31% App Driven by low churn and hiah customer lonaevity 19% Direct >24x *Churn:* ~2% 31% Organic search ~19 000 Word of mouth and PR keep CAC low Paid search ~ 750 2023 Dec 2021 Dec 2022 Dec 2023 Customer acquisition cost<sup>3</sup> Customer lifetime value -Customer lifetime value discounted @10%<sup>4</sup> undiscounted <sup>4</sup>

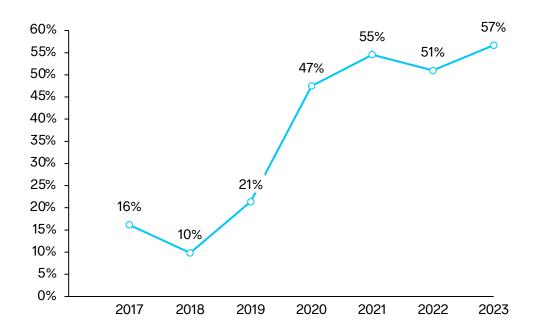
(1) Based on new customers 2023. Excludes customers where no tracking data exists, as well as acquisition channel "Display" and "Other"; (2) I.e. out of the active customers in December 2022 98.0% were still active in December 2023; (3) Customer acquisition cost 2023 (includes personnel expenses attributable 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 SEK66,000 or, when discounted back over 40 years at a rate of 10%, is approximately SEK19,000. Source: Nordnet as per December 31, 2023

## Improved cost to income ratio driving profit margin

#### Adjusted cost income ratio<sup>1</sup>

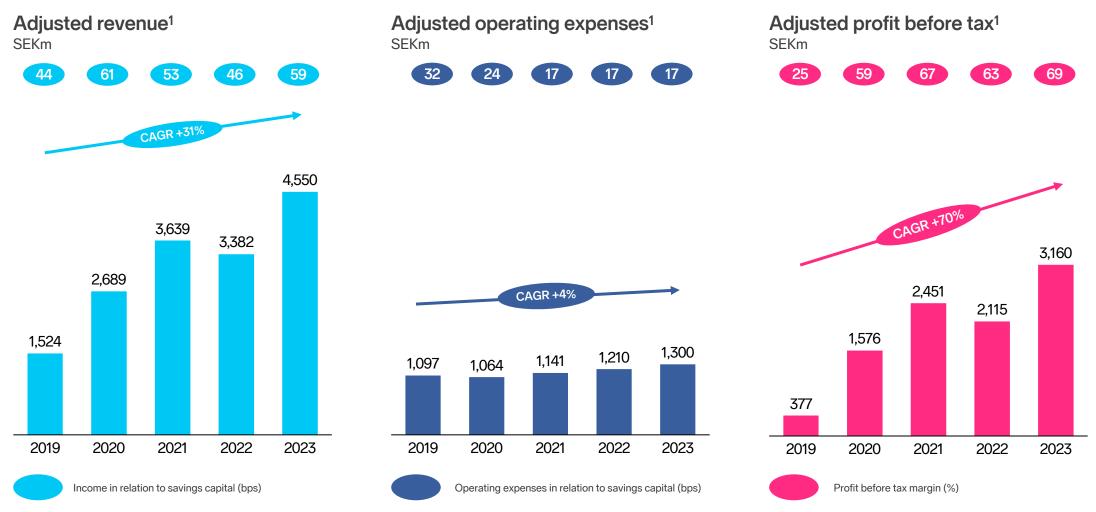


#### Adjusted profit margin<sup>1</sup>



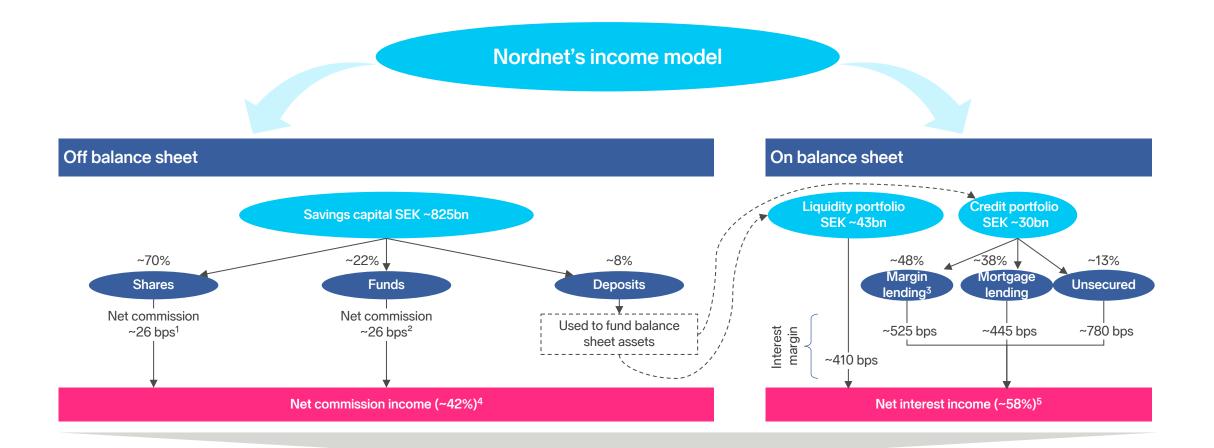
(1) Adjusted operating expenses; subtracting SEK16m in 2018, SEK65m in 2019, SEK129m in 2020 and SEK 81m in 2022. Adjusted operating income; subtracting SEK66m in 2019. A tax rate of 20% has been applied when adjusting for non-recurring expenses except FSA sanction of SEK100m which was not tax deductible (Q2 2022). Adjusted operating income (sale of Tink) was tax-free.

# Revenue growth together with operating leverage drives significant profit growth



(1) Adjusted revenue, subtracting SEK66m in 2019; Adjusted operating expenses; subtracting SEK 16m in 2018, SEK 65m in 2019, SEK 129m in 2020 and SEK 81m in 2022. 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 end of December 2023; (1) Net transaction related income divided by average quarterly brokerage savings capital; (2) Net fund related income excluding income divided by average quarterly fund savings capital; (3) Excluding lending against pledged cash and cash equivalents; (4) Includes other income, net other commission income and net financial transactions; (5) Includes off-balance sheet income from securities lending.

### /// Nordnet

# Strong capital situation creates flexibility

67.4 Deposits in SEKbn

43.4
Liquidity portfolio in SEKbn

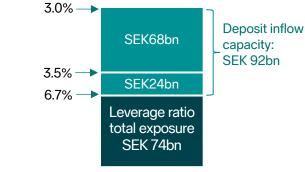
	Actual (vs req.)	Requirement
Total capital ratio	<b>26.4%</b> (+10.9pp)	15.5%
CET1 ratio	<b>19.0%</b> (+8.3pp)	10.7%
Leverage ratio	<b>6.7%</b> (+3.2pp)	3.0% (3.5% P2G)
LCR	460%	100%
NSFR	218%	100%

64.3% Liquidity reserve in

relation to deposits

8.2%

capital ratio



SEKbn | %

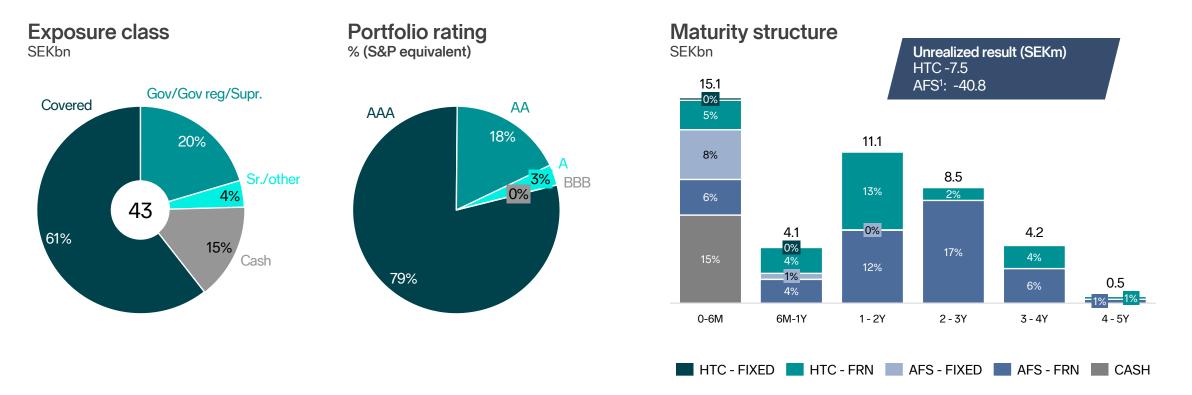
Leverage Ratio & deposit inflow capacity

Regulatory metrics Consolidated situation

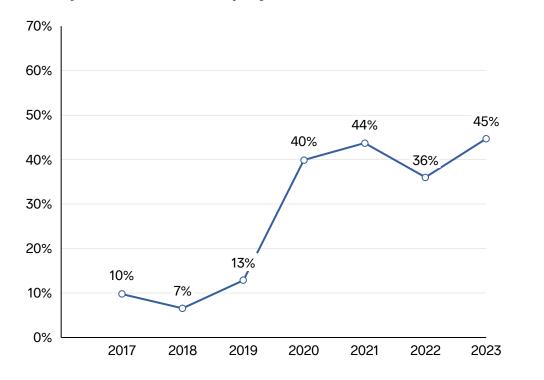
- Dividend payout ratio of 70%
- Redemption of SEK 500m AT1 in March 2024
- Capital ratio targets set:
  - Leverage ratio between 4.0-4.5%
  - CET1 ratio at least 100bps above regulatory requirement
- Evaluating long-term buyback program to manage excess capital and reach target leverage ratio level over time

Deposits to savings

# Strong liquidity position with and good credit quality and balanced maturity profile

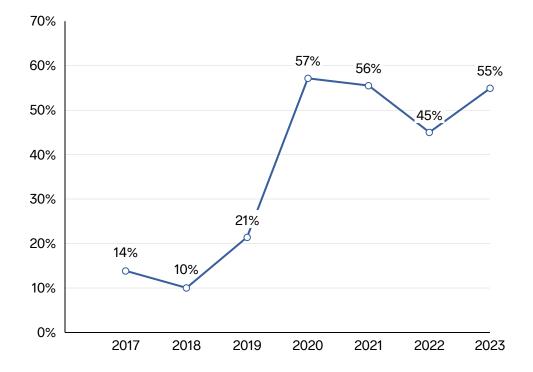


## Attractive return on equity



#### Adjusted return on equity<sup>1,2</sup>

Adjusted return on equity excluding intangible assets<sup>1,2,3</sup>



(1) Adjusted operating expenses; subtracting SEK16m in 2018, SEK65m in 2019, SEK129m in 2020 and SEK 81m in 2022. Adjusted operating income; subtracting SEK66m 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).



## Shareholder renumeration

Nordnet's dividend policy remains: **"Deliver superior total returns to shareholders via a payout ratio of 70% of statutory net income"** 

Evaluating long-term buyback program to manage excess capital and reach target leverage ratio level over time

- Leverage ratio between 4.0-4.5%
- CET1 ratio at least 100bps above regulatory requirement