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Pressrelease

Swedish Securities Dealers Association changes name to Swedish Securities Markets Association

The Swedish Securities Dealers Association has after 111 years changed its name to the Swedish Securities Markets Association

The Annual Meeting of Svenska Fondhandlareföreningen on 4th May 2020 resolved to change the association's name to **Föreningen Svensk Värdepappersmarknad**. In connection therewith the name of the association's service company has also been changed to **Svensk Värdepappersmarknad Service AB**.

As a consequence of the change of the association's name in Swedish, the association is also changing the name of the association in English from the Swedish Securities Dealers Association to the **Swedish Securities Markets Association**. The name of the association's service company is also changed, to **Swedish Securities Markets Service AB**.

Johan Mörner, Chairman of the Association and CEO of Erik Penser Bank, comments:

"The Swedish name of the Association has been discussed for several years, as it relates to the Swedish word for persons dealing in shares and bonds at the Stock Exchange in the Old Town in Stockholm when the Association was founded on 15th December 1908. Securities markets and the trading on such markets have developed since then and Swedish securities markets are now amongst the most developed in Europe. The decision to change the name in Swedish as well as in English was supported by all members of the Association."

Urban Funered, CEO of the Association, comments:

"Swedish securities markets as well as the banks, investment banks and investment firms active on those markets are amongst the most developed in Europe. I welcome the decision to modernize the Swedish name of the Association, as well as the change of the English name of the Association. The Association continues on its mission to work for competitive and sustainable Swedish securities markets in our working groups and collaborations with other organizations and continue our constructive dialogue with Swedish and European regulators and policymakers. The name change will be implemented gradually over the next few months while we also work on a new logotype and website for the Association."

For further information please contact:

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Background information about the Swedish Securities Markets Association

Föreningen Svensk Värdepappersmarknad (the Swedish Securities Markets Association) was founded as Svenska Fondhandlareföreningen (the Swedish Securities Dealers Association) on 15th December 1908. The Association has 23 Swedish, Nordic and Global banks, investment banks and investment firms active on the Swedish securities markets as members.

The Association's mission is to work for competitive and sustainable Swedish securities markets. The Association has more than 50 working groups, where topics relating *inter alia* to equity-, derivatives- and money markets, investor protection and sustainable finance are discussed. The Association and its service company has a total of 8 staff.

The Association is also the owner of SwedSec Licensiering AB which since 2001 is responsible for the licensing of *inter alia* financial advisors on Swedish financial markets.

Further information about the Association can be found on: www.fondhandlarna.se

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