

Funds for everyone

The story of how all Swedes
became fund savers

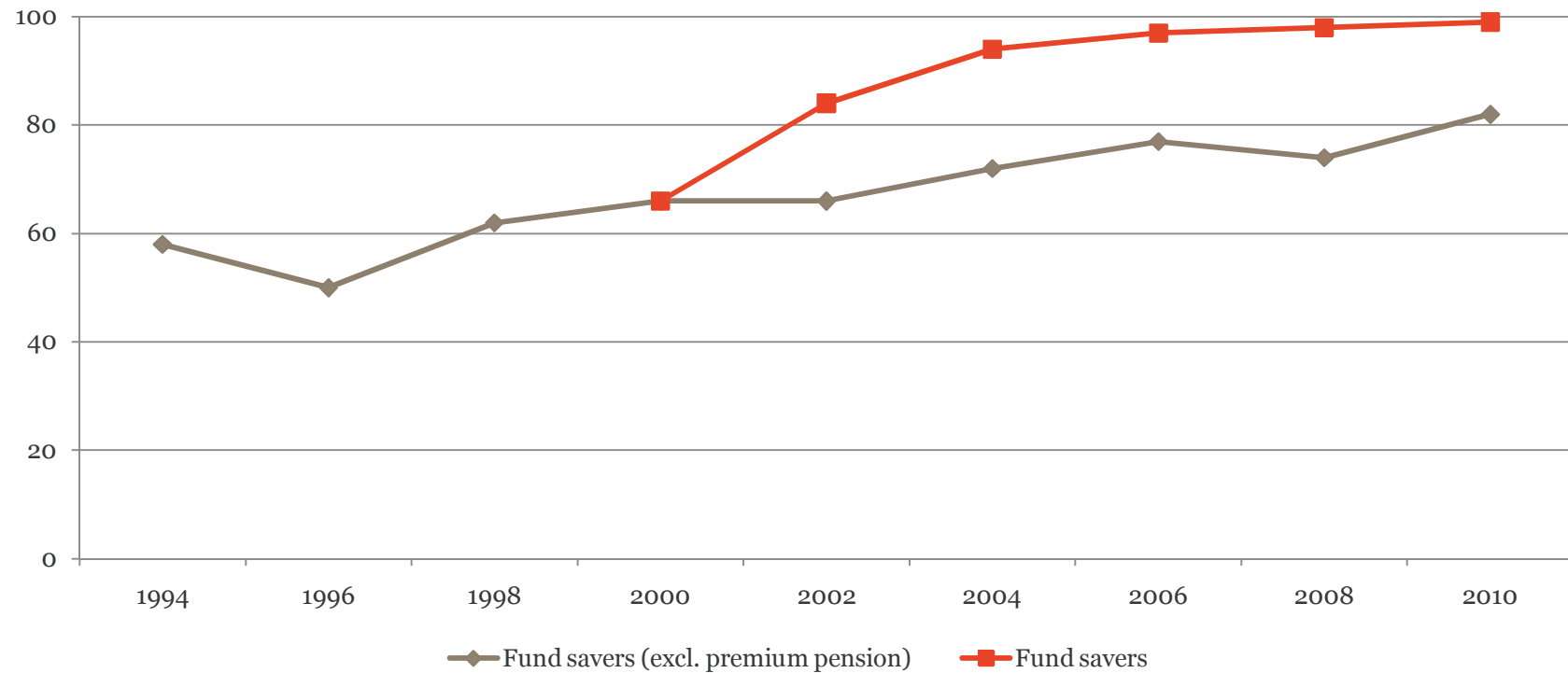
Pia Nilsson, CEO, SIFA

Stockholm 19 September 2011

Fondbolagens förening

SWEDISH INVESTMENT FUND ASSOCIATION

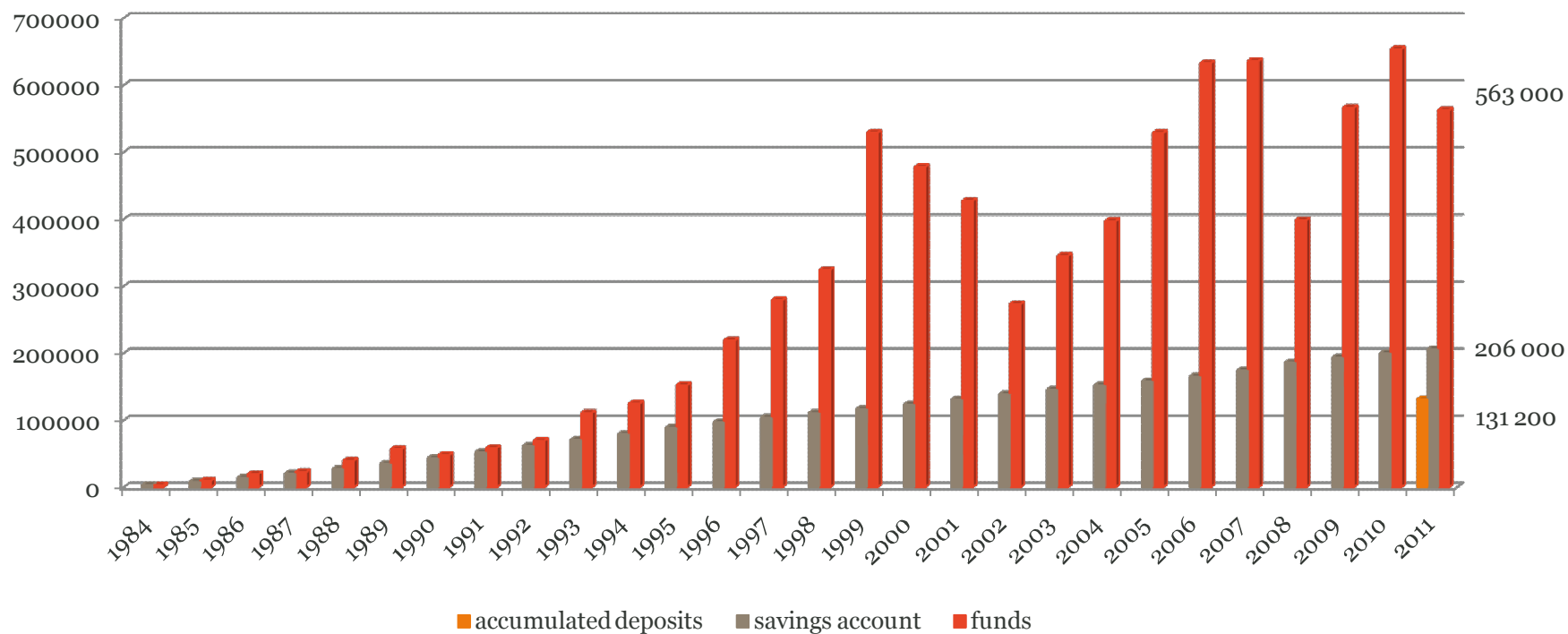
Percentage of Sweden's population (aged 18-74) who save in funds, %



Source: TNS Sifo Prospera

Monthly savings of SEK 400 in "allemans" funds compared to a savings account

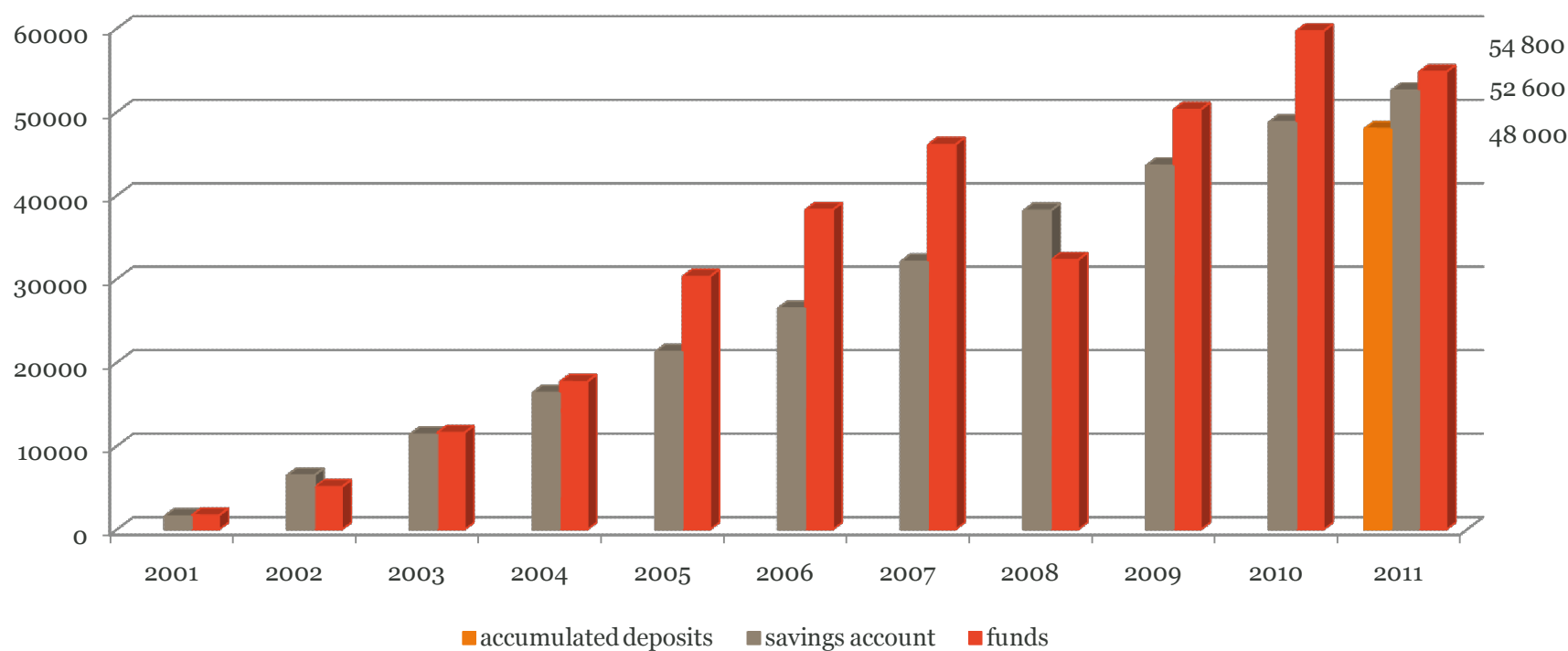
May 1984 – August 2011 (27 years)



Source: MoneyMate , Morningstar

Monthly savings of SEK 400 in equity funds compared to a savings account

September 2001 – August 2011 (10 years)



Source: MoneyMate , Morningstar