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PRESS RELEASE

## SEB and share investors start stock school on the Net

### **SEB focusing on knowledge transfers to help customers with investments**

SEB and the Swedish Association of Share Investors are continuing their co-operation through a recently established e-securities school via the Internet. In the past, SEB and the association have conducted a summer securities course for young men and women. Their target group is now being expanded to include adults seeking knowledge to support their investment decisions.

The securities school is accessible at SEB's website. It provides knowledge and information on a full range of educational subjects, from how the stock market actually works, and how private persons can buy and sell securities, to instructions concerning tax considerations and which investment objects should be included in a securities portfolio.

SEB has approximately 1.5 million private customers in Sweden, a large percentage of which have investments in both mutual funds and shares. These investors will now be afforded an opportunity to learn more about investments by logging on to SEB's website whenever they wish, at any time of the day or night.

"Transfers of knowledge, whereby we provide customers with the knowledge and tools to make well-founded investment decisions, as well as various forms of support via the Net, are high-priority areas for SEB e-banking," says Lars Ekstedt, director of SEB e-banking in Sweden.

"Savings and investments in shares and other marketable securities involves both opportunities and risks. In a volatile stock market climate, it is particularly important to have a solid foundation based on market knowledge. The association of share investors, therefore, is increasing its focus on training and education, both traditional training in co-operation with educational associations, as well as new forms of training, such as web-based instructional courses," says Lars-Erik Forsgårdh, President of the Swedish Association of Share Investors.

SEB is a financial group focused on banking savings and growth companies. SEB is one of the largest financial groups in Scandinavia, with SEK 918 billion in funds under management and total assets of SEK 1.100 billion (30 June, 2000). The Group has approximately 20,000 employees and is represented in some 20 countries around the world. SEB has today approximately 630 retail and private banking branches, mainly in Sweden, Germany and the Baltic region and 670,000 e-banking customers in seven countries. During the current year SEB will start to offer brokerage service in Germany and e-banking in England. Read more about SEB [www.seb.net](http://www.seb.net)

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