

Bank of Åland: Finland's Best Private Banking operator for the fourth consecutive year

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For the fourth year in a row, the Bank of Åland has been named Finland's best private banking operator in Kantar Prospera's Private Banking 2024 Finland survey. The survey shows that customers appreciate the Bank's long-term work with customer relations, wealth planning, and sustainability. In the comparison, the Bank of Åland's customers are also the most willing to recommend the Bank to others.

"I would like to humbly thank our customers who have placed their trust in us and given us the opportunity to manage their overall wealth. We work systematically every day to provide our customers with the very best service," says Pasi Poikkeus, Head of the Bank of Åland Private Banking Finland.

The survey also showed that the Bank of Åland has the most frequent contact with its customers compared to its competitors.

"This lays the foundation for us to be able to deliver on what is most important in our business - a high level of service and long-term, personalised customer relationships," says Poikkeus.

The survey also ranked the Bank's expertise in comprehensive financial planning, which includes family law, taxation, and succession planning, among other things, and it also received a top ranking.

"Wealth Planning is a concrete example of our long-term approach and, at best, a multi-generational client relationship. This is an important pillar of our broad service offering," says Poikkeus.

Sustainability has long been at the heart of the Bank of Åland's operations. This is also reflected in the survey, where customers rank the Bank highest in the Ethical Standards and Sustainable Investments categories. The Bank has been working for several years to improve the state of the Baltic Sea through the Baltic Sea Project, and each customer can track the carbon footprint of their card transactions using the Baltic Sea Card and Åland Index.

A total of 507 people participated in the survey, of which 265 were private individuals with investment assets of at least €500,000 and 231 were managing directors of entrepreneurial companies with liquidity of at least €500,000.

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