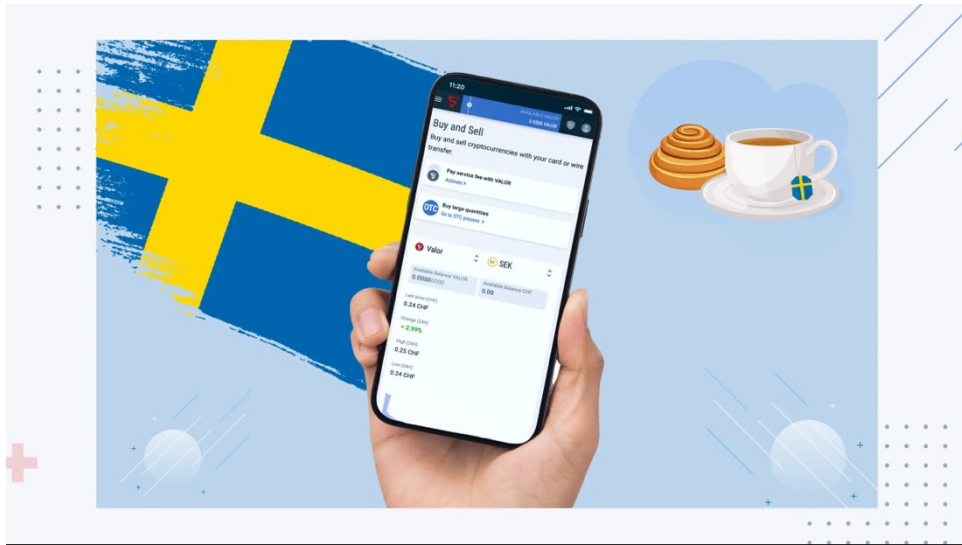


## Announcement

### SMART VALOR AG, Switzerland



29 October 2022

### SMART VALOR adds the Swedish krona to its fiat currency list

**Swedish krona has arrived at SMART VALOR! Customers can now buy, sell and trade digital assets directly with SEK. The listing is an important step for the company to drive its growth in Europe.**

Swiss digital asset exchange SMART VALOR adds the Swedish krona (SEK) as a fifth national currency to its platform. By doing so, the company continues its successful localization strategy for European countries – enabling also Swedish customers to easily access the innovative asset class of cryptocurrencies. Sweden is an important market for SMART VALOR, especially due to this year’s successful IPO on Nasdaq First North which is located in Stockholm.

*“Sweden has world-class technology skills, innovation hubs and a vibrant start-up scene. But it is underserved by global cryptocurrency markets. With adding the Swedish krona to our portfolio and making it now easy and profitable to pay in SEK, we want to change that”,* explains Olga Feldmeier, board chair and co-founder of SMART VALOR.

*“The Swedish krona will have the same liquidity on our exchange as the Euro with the same low slippage and spreads – a big advantage for the rather small volume of the SEK market in comparison to the Eurozone.”*

**SMART VALOR offers high liquidity for small markets**

Usually exchanges operate with separate order books for each market. Markets of smaller countries, such as Sweden with only about 10 million inhabitants, generally get rather low volumes. In contrast, SMART VALOR has one underlying order book for all markets. This means that a person in Sweden trading in SEK pays the same price as someone trading in Germany in EUR or in Switzerland in CHF. Customers from smaller countries don't suffer from bigger slippage and market spreads. This is the advantage SMART VALOR is offering due to its advanced exchange technology.

With the addition of the Swedish krona, there are now five fiat currencies to choose from on the SMART VALOR platform: EUR, GBP, CHF, USD and SEK. For more information, please refer to our [blog post](#)

**For additional information, please contact**

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**Certified Adviser**

Mangold Fondkommission AB is acting as the Company's Certified Adviser and can be reached on phone number +46 8 5030 1550 and [ca@mangold.se](mailto:ca@mangold.se)

**About SMART VALOR**

SMART VALOR is a Swiss company that became the first European digital asset exchange listed on Nasdaq First North. The company's mission is to provide a trusted gateway to blockchain technology for investors and institutions. On the B2C side, it operates a retail digital asset exchange, custody, and asset management. On the B2B side, the company works with banks and fintech companies offering its technology as a white-label Crypto-as-a-Service solution. SMART VALOR was one of the first crypto companies to receive financial intermediary status in Switzerland and to be registered as an exchange and token custodian under the Blockchain Act of Liechtenstein.