



## BETTER FINANCE for all

The European Federation of Financial Services Users, now going by the brand name «BETTER FINANCE for all», is an independent organisation of public interest and the centre of expertise advocating and defending the interests of individual investors, private shareholders and users of financial services at the European level. BETTER FINANCE was created through the merger of Euroshareholders and EuroFinUse (formerly EuroInvestors) in 2012.

Today BETTER FINANCE represents 50 national associations which in turn have about 4.5 million European citizens as members.

Its activities are supported by the European Commission.

### Who is who?

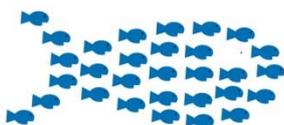
- President: Jean Berthon (FAIDER, France)
- Vice-Presidents: Jella Benner-Heinacher (DSW, Germany), Carl Rosen (Aktiespararna, Sweden)
- Managing Director: Guillaume Prache

## BETTER FINANCE MISSION

BETTER FINANCE believes that the financial system exists to serve the real economy by ensuring the optimal allocation of capital, providing financial services and coping with the risks that are part and parcel of economic life. However, the real economy increasingly finds itself at the mercy of a powerful global financial industry pursuing its own interests with increasingly negative impacts on real economic performance.

In order to restore confidence in financial markets, the current dominance of finance over the real economy must be curbed and the primacy of a sustainable real economy promoted. This is not to understate the public interest of the role of finance in the economy, but rather to restore the balance between the real economy and the financial services that are provided to it.

BETTER FINANCE aims to establish itself as the go-to reference for independent financial expertise in the EU, fighting for better governance of financial regulation with as overall objective the establishment of an open, transparent and efficient real economy served by financial institutions that have the interests of customers and society in mind.





## THE BETTER FINANCE MANIFESTO: SAVING FOR GROWTH AND JOBS

« *Households are the main source of funds to finance investment.* » This is one reason why European Authorities must restore confidence in the financial system. Confidence was lost when the 2008 financial crisis all too often led to “privatizing” profits and “socializing” losses. It is time to combine the existing focus on “financial stability” with a new focus on fairness and on shoring up the real economy by engaging in the protection of savers and investors, concentrating on long term investment for job creation, and improving corporate governance.

BETTER FINANCE outlined 4 priorities that would go a long way in addressing the protection of savers and investors and, in turn, strongly benefit the real economy:

- Ensure households provide adequate long term savings for the real economy;
- Improve and harmonise savers and investors’ protection;
- Further improve European financial supervision and enforcement;
- Stop tax discrimination against European savers.

## BETTER FINANCE MEMBERS

BETTER FINANCE advocates and defends the interests of financial services users and other independent stakeholders at European level, by promoting awareness, research and information in relation to «Investments, Savings and Personal Finances». To this end BETTER FINANCE brings together member organisations pursuing the same objectives in one organisation, structured on a supranational level all the while respecting the European principle of subsidiarity. BETTER FINANCE is composed of active, associate and honorary members.

### **Austria**

IVA - Interessenverband für Anleger

### **Belgium**

- VFB - Vlaamse Federatie van Beleggingsclubs en Beleggers
- INVESTA - Association des Investisseurs Actifs

### **Bulgaria**

Bulgarian Investors Association – Investassoc

### **Cyprus**

Cyprus Association of Stock Market Investors

### **Czech Republic**

SCS - Sdružení českých spotřebitelů, o.s.

### **Denmark**

DAF - Dansk Aktionærforening

### **Finland**

Osakesäästäjien Keskusliitto ry





## France

- FAIDER - Fédération des Associations Indépendantes de Défense des Epargnants pour la Retraite
- A.D.A.M. - Association pour la défense des Actionnaires Minoritaires
- F2iC - Fédération Française des Clubs d'Investissement

## Germany

DSW - Deutsche Schutzvereinigung für Wertpapierbesitz

## Greece

Association des Actionnaires à la Bourse d'Athènes

## Italy

- Consumatori Associati
- Assorisparmio

## Latvia and Lithuania

- Lietuvos Vartotojų Institutas
- Lithuanian Investors / Lithuanian and Latvian Shareholders Association

## Luxembourg

INVESTAS asbl - Association Luxembourgeoise des Investisseurs Privés

## Malta

Malta & Gozo Shareholders Association

## The Netherlands

VEB - Vereniging VEB NCVB

## Norway

Aksjonærforeningen i Norge

## Poland

SII - Stowarzyszenie Inwestorów Indywidualnych

## Portugal

ATM - Associação dos Investidores e Analistas Técnicos do Mercado de Capitais

## Romania

- AARO - Asociatia Actionarilor Din Romania
- AIPC - Romanian Capital Market Investors Association
- AURSF - Asociata Utilizatorilor Romani de Servicii Financiare

## Russia

USIR - Russian Union of Shareholders and Investors

## Slovakia

iNDEPENDENT TRADERS CLUB

## Slovenia & Croatia

VZMD - Vseslovensko združenje malih delničarjev

## Spain

- ADICAE - Asociación de Usuarios de Bancos Cajas y Seguros
- AEMEC - Asociación Española de Accionistas Minoritarios de Empresas Cotizadas

## Sweden

Aktiespararna - Swedish Shareholders Association

## United Kingdom

- ShareSoc
- UKSA - UK Shareholders Association

## International

- EFES - European Federation of Employee Share Ownership
- CFA Institute

## Cameroun

Association de Défense des Actionnaires Minoritaires du Cameroun

## Lebanon

Boulos Law Office

[www.betterfinance.eu](http://www.betterfinance.eu)

