

PRESS RELEASE**TWO NEW ORGANISATIONS JOIN BETTER FINANCE**

Brussels, 12 May 2015 – Better Finance is pleased to announce the affiliation of two new member organisations. The [Bulgarian Financial Forum](#) (BFF), active in the protection of consumers in the financial area in Bulgaria, and the [Bund der Versicherten](#) (Association of the Insured), safeguarding the interest of the insured in Germany, joined forces with Better Finance to have their voices heard in Brussels and to ensure that the interests of European savers and investors are guaranteed at the European level.

Better Finance directly benefits European end-users of financial services (and non-industry stakeholders) since its members are dedicated European financial services user organisations themselves (and other stakeholders independent from the financial industry). They act as representatives of financial services users in their respective EU Member States, thereby ensuring proper governance, independence and prevention of conflicts of interests.

Better Finance represents more than 5 million financial services users in the 28 European Member States and beyond. It aims to channel the voices of individual investors, private shareholders and users of financial services at the European level, fighting for the building of an open, transparent and efficient real economy served by financial institutions that have the public interest in mind.

The champion of individual savers and investors in Brussels also decided to shorten its brand name to “[Better Finance](#)”, clearly illustrating the organisation’s mission. The full legal name of Better Finance was also adapted to “the European Federation of Investors and Financial Services Users”.

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