

PRESS RELEASE

The Finnish Foundation for Share Promotion and Financial Inclusion Europe join BETTER FINANCE

9 December 2021 – BETTER FINANCE is pleased to announce the affiliation of two new associate member organisations. The Finnish Foundation for Share Promotion (Pörssisäätiö), based in Helsinki, and Financial Inclusion Europe ([FilnE](#)), based in Brussels, are the latest organisations to join BETTER FINANCE's ranks, bringing the total number of member organisations to 39, of which 29 are based in EU and EEA Member States.

The Finnish Foundation for Share Promotion's goal is to promote securities investment among individual investors and develop a reliable, supervised and effective securities market in Finland. Pörssisäätiö is also active in the field of investor education, raising awareness through its publications, research, training and events relating to the securities market.

Financial Inclusion Europe, on the other hand, brings together a network of experts and academics committed to solving the problems of financial exclusion and engaging in dialogue with EU institutions to increase awareness and understanding of the issues among policymakers and push for policy measures focusing on the equal participation of excluded groups in society.

Both organisations joined forces with BETTER FINANCE to ensure that they have their voices heard in Brussels and that the interests of European investors and other financial services users are strongly defended at the European level.

“With the membership of the Finnish Foundation for Share Promotion and of Financial Inclusion Europe, BETTER FINANCE reinforces its investor education activities and gains access to crucial expertise in the field of financial inclusion”, Guillaume Prache, Managing Director of BETTER FINANCE, declared.

BETTER FINANCE, the European Federation of Investors and Financial Services Users, acts as the independent financial expertise and advocacy centre to the direct benefit of European end-users of financial services (and non-industry stakeholders). Its full members are European financial services user organisations themselves, who represent financial services users in their respective EU Member States. Its activities have been supported by the European Union since 2012.

BETTER FINANCE represents more than 4 million financial services users from across the European Union and beyond. It aims to channel the voices of individual investors, savers 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.

Contact: Chief Communications Officer | Arnaud Houdmont | +32 (0)2 514 37 77 | houdmont@betterfinance.eu