

Sanoma News and Balancion agreed on a partnership

Sanoma News and Balancion Oy have agreed on a partnership. In the first phase of the partnership *Helsingin Sanomat*, *Ilta-Sanomat* and *Taloussanomat* will market Balancion's service in their own channels.

Households can collect all their bank account and credit card information to Balancion. The web service helps its user to perceive *a complete view of one's personal finance*. In addition, the service gives tools to plan and track one's personal income and expenditure.

"In times of economic uncertainty people have a growing need for more *current information about economics and better tools*. As a Finland's leading media corporation, Sanoma News offers its readers more current information and more useful tools. As the challenging times in world economics continue, we offer tools that our readers can utilize in tracking and planning their personal finances *easily, effectively and accurately*." says Masa Peura, the Director of Strategy in Sanoma Media Finland.

"There is a clear demand for personal finance management that crosses the traditional boundaries of online banking. There are numerous successful examples of services like this in the world. Of all the people who have tried Balancion's service for free, 30 % have converted to paying customers. The partnership with Sanoma News *helps Balancion to offer the service to more and more households*." says Balancion's CEO Jussi Muurikainen.

"Citizens choose *the most interesting and the most useful* web services. In this sense, Balancion has a lot in common with a media corporation like Sanoma News. In the web people vote with their feet and *only the services with best quality will succeed*. Balancion challenges banks to a competition in offering even better financial services to the users of the web.", says Muurikainen.

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Balancion Oy

Balancion Oy is a Finnish-owned company that was founded in 2008. The company has been selected to Tekes' Young Innovative Companies' growth program. Towards banks Balancion has partnered with Tieto Corporation that builds online banking systems for the finance sector.

Balancion is a highly automatized service for personal finance management. Balancion's users can collect all their bank account and credit card information from Finnish online banks to one place. Balancion creates an illustrative and clear overall view of one's state and development of personal finance.

Sanoma News

Sanoma News is the leading newspaper publisher in Finland, and its products in both print and digital format have a strong presence in the lives of their readers. In addition to Helsingin Sanomat, the largest daily in the Nordic region, the Division publishes Ilta-Sanomat, Finland's largest quality tabloid as well as regional newspapers. Sanoma News is also among the most significant digital actors in Finland. Sanoma News is part of the Sanoma Group, a strong European media group operating in diverse fields of media in 20 countries.