

**KANTAR**

Large Corporates  
& Institutions  
Grand Total

2025 Denmark

PROSPERA





# Designs

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|                                      |                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                             |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Number of reports                    | 18                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                             |
| Number of interviews                 | 741                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                             |
| Total points calculation             | Rank 1: 55 points<br>Rank 2: 44 points<br>Rank 3: 33 points<br>Rank 4: 22 points<br>Rank 5: 11 points                                                                                                                                                                                                                                                                                   | Rank based on Overall Performance in each report<br>Each bank's points are summed and ranked<br>If rank is tied, suppliers are placed in alphabetical order |
| Full-service banks & other providers | The Grand Total includes service providers with a broader offering, namely the full-service banks evaluated in the Prospera Corporate & Institutional Banking. The Grand Total thus reflects the width and the customers' appreciation of these full-service banks' offering. In addition, this report presents the top 5 from all Prospera reports, including other service providers. |                                                                                                                                                             |
| Interviewees                         | CFO, CEO, CoB, CIO, Partner, Group Treasurer, Head of Funding, Trader, Portfolio Manager, Buy-Side Analyst, Cash Manager, Head of Trade Finance etc                                                                                                                                                                                                                                     |                                                                                                                                                             |
| Method                               | Telephone interviews by Prospera interviewers & e-questionnaires upon request                                                                                                                                                                                                                                                                                                           |                                                                                                                                                             |

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# Grand Total

## Full-service banks

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| Rank 25 | Rank 24 | Total points 25 |                    | Number of Rank 1 | Number of Rank 2 | Number of Rank 3 | Number of Rank 4 | Number of Rank 5 |
|---------|---------|-----------------|--------------------|------------------|------------------|------------------|------------------|------------------|
| 1       | 1       | 869             | Danske Bank        | 12               | 4                | 1                | 0                | 0                |
| 2       | 2       | 726             | Nordea             | 3                | 10               | 3                | 1                | 0                |
| 3       | 3       | 539             | SEB                | 1                | 6                | 5                | 2                | 1                |
| 4       | *4      | 132             | Jyske Bank         | 0                | 0                | 1                | 4                | 1                |
| *5      | -       | 88              | DNB & DNB Carnegie | 1                | 0                | 1                | 0                | 0                |
| *5      | *4      | 88              | Nykredit           | 0                | 0                | 0                | 3                | 2                |

# Overall Performance | Top 5

## Large Corporate Banking

| Rank 25 | Rank 24 | Score 25 |             |
|---------|---------|----------|-------------|
| 1       | 1       | 4,46     | Danske Bank |
| 2       | 2       | 4,42     | Nordea      |
| 3       | 3       | 4,28     | SEB         |
| *4      | 6       | 4,14     | BNP Paribas |
| *4      | 5       | 4,14     | Jyske Bank  |

## Institutional Banking

| Rank 25 | Rank 24 | Score 25 |             |
|---------|---------|----------|-------------|
| 1       | 1       | 4,35     | Danske Bank |
| 2       | 2       | 4,08     | Nordea      |
| 3       | 3       | 4,03     | SEB         |
| 4       | 4       | 3,75     | Nykredit    |
| 5       | 5       | 3,58     | Jyske Bank  |

## Corporate Finance Advisors

| Rank 25 | Rank 24 | Score 25 |              |
|---------|---------|----------|--------------|
| 1       | 2       | 4,43     | DNB Carnegie |
| 2       | 4       | 4,16     | Danske Bank  |
| 3       | 3       | 3,88     | Nordea       |

# Overall Performance | Top 5

## DCM IG Issuers

| Rank | Rank | Score |             |
|------|------|-------|-------------|
| 25   | 24   | 25    |             |
| 1    | 1    | 4,43  | Danske Bank |
| 2    | 2    | 4,24  | Nordea      |
| 3    | -    | 4,12  | BNP Paribas |
| 4    | 3    | 4,03  | SEB         |

## Syndicated Loans

| Rank | Rank | Score |             |
|------|------|-------|-------------|
| 25   | 24   | 25    |             |
| 1    | 2    | 4,47  | Nordea      |
| *2   | 1    | 4,44  | Danske Bank |
| *2   | 3    | 4,44  | SEB         |
| 4    | -    | 4,35  | BNP Paribas |

## Loan Agency & Operations

| Rank | Rank | Score |             |
|------|------|-------|-------------|
| 25   | 24   | 25    |             |
| 1    | 1    | 4,67  | Danske Bank |
| 2    | 2    | 4,64  | Nordea      |

# Overall Performance | Top 5

## Cash Management

| Rank | Rank | Score |             |
|------|------|-------|-------------|
| 25   | 24   | 25    |             |
| 1    | 2    | 4,23  | Danske Bank |
| 2    | 1    | 4,14  | Nordea      |

## Trade Finance

| Rank | Rank | Score |             |
|------|------|-------|-------------|
| 25   | 24   | 25    |             |
| 1    | 1    | 4,29  | SEB         |
| *2   | 2    | 4,16  | Danske Bank |
| *2   | 3    | 4,16  | Nordea      |

## IG Credit Products

| Rank | Rank | Score |                  |
|------|------|-------|------------------|
| 25   | 24   | 25    |                  |
| 1    | 1    | 4,41  | Danske Bank      |
| 2    | 3    | 3,81  | Nordea Markets   |
| 3    | 2    | 3,25  | SEB              |
| 4    | 5    | 2,91  | Nykredit Markets |

# Overall Performance | Top 5

## DKK Government Securities

| Rank | Rank | Score |                  |
|------|------|-------|------------------|
| 25   | 24   | 25    |                  |
| 1    | 1    | 4,13  | Danske Bank      |
| 2    | 2    | 3,92  | Nordea Markets   |
| 3    | 3    | 3,41  | SEB              |
| 4    | 4    | 3,17  | Nykredit Markets |

## DKK Mortgage Bonds

| Rank | Rank | Score |                |
|------|------|-------|----------------|
| 25   | 24   | 25    |                |
| 1    | 1    | 3,96  | Nordea Markets |
| 2    | 2    | 3,95  | Danske Bank    |
| 3    | 3    | 3,71  | Jyske Bank     |
| 4    | 5    | 3,36  | Sydbank        |
| 5    | 6    | 3,35  | SEB            |

## Interest Rate Derivatives

| Rank | Rank | Score |                |
|------|------|-------|----------------|
| 25   | 24   | 25    |                |
| 1    | 1    | 3,98  | Nordea Markets |
| 2    | 2    | 3,74  | SEB            |
| 3    | 3    | 3,68  | Danske Bank    |

# Overall Performance | Top 5

## Foreign Exchange

| Rank | Rank | Score |                |
|------|------|-------|----------------|
| 25   | 24   | 25    |                |
| 1    | 1    | 4,31  | Danske Bank    |
| 2    | 2    | 4,23  | SEB            |
| 3    | 3    | 3,93  | Nordea Markets |
| 4    | 4    | 3,84  | Jyske Bank     |

## Domestic Equity

| Rank | Rank | Score |                    |
|------|------|-------|--------------------|
| 25   | 24   | 25    |                    |
| 1    | 1    | 4,42  | Danske Bank        |
| 2    | 2    | 4,07  | SEB                |
| 3    | 3    | 3,87  | DNB Carnegie       |
| 4    | 4    | 3,51  | Nordea Markets     |
| 5    | 5    | 3,12  | ABG Sundal Collier |

## Back Office Equity

| Rank | Rank | Score |               |
|------|------|-------|---------------|
| 25   | 24   | 25    |               |
| 1    | 2    | 4,38  | Danske Bank   |
| 2    | 4    | 4,33  | Nordea        |
| 3    | *6   | 4,22  | J.P. Morgan   |
| 4    | 1    | 4,18  | SEB           |
| 5    | 5    | 4,10  | Goldman Sachs |



# Overall Performance | Top 5

## Back Office FI, FX & Derivatives

| Rank 25 | Rank 24 | Score 25 |             |
|---------|---------|----------|-------------|
| 1       | 1       | 4,52     | Danske Bank |
| 2       | 4       | 4,49     | Nordea      |
| 3       | 3       | 4,45     | SEB         |
| 4       | 2       | 4,43     | Jyske Bank  |
| 5       | 5       | 4,41     | Nykredit    |

## External Asset Management

| Rank 25 | Rank 24 | Score 25 |                |
|---------|---------|----------|----------------|
| 1       | 3       | 4,18     | Danske Bank AM |
| 2       | 1       | 4,11     | SEB            |
| 3       | 2       | 4,07     | Nordea AM      |
| 4       | 4       | 4,02     | Jyske Bank     |
| 5       | 5       | 3,87     | Nykredit AM    |

## Fund Distributors & Selectors

| Rank 25 | Rank 24 | Score 25 |               |
|---------|---------|----------|---------------|
| 1       | 1       | 4,43     | BankInvest    |
| *2      | 6       | 3,87     | SEB           |
| *2      | 2       | 3,87     | Sparinvest    |
| 4       | 3       | 3,85     | Sydinvest     |
| 5       | 4       | 3,84     | Storebrand AM |

# Reports

| Report                                | Market  | Interviews | Time period                                     |
|---------------------------------------|---------|------------|-------------------------------------------------|
| <b><i>Relationship Management</i></b> |         |            |                                                 |
| Large Corporate Banking               | Denmark | 66         | September 9 - November 11, 2025                 |
| Institutional Banking                 | Denmark | 57         | October 19 - December 2, 2025                   |
| <b><i>Investment Banking</i></b>      |         |            |                                                 |
| Corporate Finance Advisors            | Denmark | 43         | Jun 3 - Nov 27 2024 & May 19 2025 - Jan 16 2026 |
| DCM IG Issuers                        | Denmark | 23         | March 23 - May 23, 2025                         |
| Syndicated Loans                      | Denmark | 25         | September 5 - November 21, 2025                 |
| Loan Agency & Loan Operations         | Denmark | 53         | September 5 - November 21, 2025                 |

# Reports

| Report                            | Market  | Interviews | Time period                         |
|-----------------------------------|---------|------------|-------------------------------------|
| <b><i>Transaction Banking</i></b> |         |            |                                     |
| Cash Management                   | Denmark | 59         | December 5, 2024 - February 3, 2025 |
| Trade Finance                     | Denmark | 50         | December 6, 2024 - February 6, 2025 |
| <b><i>Markets</i></b>             |         |            |                                     |
| Investment Grade Credit Products  | Denmark | 11         | May 21 - June 13, 2025              |
| DKK Government Securities         | Denmark | 26         | February 26 - May 2, 2025           |
| DKK Mortgage Bonds                | Denmark | 36         | February 26 - May 2, 2025           |
| Interest Rate Derivatives         | Denmark | 21         | February 26 - May 7, 2025           |
| Foreign Exchange                  | Denmark | 53         | May 2 - June 17, 2025               |
| Domestic Equity                   | Denmark | 30         | November 3 - December 9, 2025       |

# Reports

| Report                           | Market  | Interviews | Time period                   |
|----------------------------------|---------|------------|-------------------------------|
| <b>Back Office</b>               |         |            |                               |
| Back Office Equity               | Denmark | 18         | June 9 - October 6, 2025      |
| Back Office FI, FX & Derivatives | Denmark | 39         | June 9 - September 4, 2025    |
| <b>Asset Management</b>          |         |            |                               |
| External Asset Management        | Denmark | 86         | April 9 - June 19, 2025       |
| Fund Distributors & Selectors    | Denmark | 45         | September 4 - October 8, 2025 |

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