Foreign Exchange 2009





Facts about the Survey & Definitions

		∟arge	Smaii	Corporates	institutions
Institutions	63 interviews with the person responsible for the daily FX trade	19	44	44	19
	Minimum turnover in FX market DKK million	30000	500		

Response Rate 81%

Method & Time Telephone interviews by TNS SIFO Prospera's interviewers, September 21 till December 3, 2009

Overall Performance

Weighted average of 21 criteria covering the banks' general features, analytical competence, sales' performance and price quoting. The scale ranges from 1 to 5, 5 representing the highest score. Each criterion is weighted by its importance.

In all 7 Nordic and 13 international banks are covered by the survey. However, banks which less than 7-8 interviewees have an opinion of are excluded. Only banks included in Tier 1 and Tier 2 constitute the base for the ranks in the All Interviewees category.

FX dealers with an equal overall performance score on the top list are placed in order according to their market penetration.

Rank Market Penetration

The market penetration measures the percentage of organisations mentioning a certain FX dealer as a trading partner during the last 12 months.

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Denmark



Overall Performance - Top 3

All Interviewees	Rank	Mean value		Rank Market Penetration
Industry mean value 3,9	1	4,1	Nordea	2
•	2	4,0	SEB	*3
	3	3,9	Danske Bank	1
Tier 1		•		
Industry mean value 3,8	1	4,1	Nordea	1
,	2		SEB	3
	3	3,7	Danske Bank	2
Tier 2		-,		
Industry mean value 4,0	1	4,1	Danske Bank	1
•	*2		Nordea	2
	*2		SEB	4
Corporates		,		
Industry mean value 4,1	*1	4,1	Danske Bank	1
•	*1		Nordea	2
	*1		SEB	*4
Institutions		•		
Industry mean value 3,8	*1	4,0	Nordea	*1
,	*1		SEB	*3
	*3	3,7	Danske Bank	*1