

Facts about the Surveys & Definitions

		Large	All
Investors	Number of interviews	16	26
	Minimum turnover credit products (excl CPs) past 12 months, MSEK	2 500	500
Interviewees	Portfolio managers		
Response Rate	81 per cent		
Method	Telephone interviews by TNS SIFO Prospera's interviewers		
Time Period	December 15 2009 till February 11 2010		
Overall Performance	Weighted average of 19 criteria covering a bank's general features, product supply, analytical competence, distribution's performance. The scale ranges from 1 to 5, 5 representing the highest score. Each criterion is weighted by its importance.		
	In all 6 Nordic and 13 international banks are covered by the survey. However, banks which less than 7-8 of the interviewees have an opinion of are excluded. Only banks included in the Large category constitute the base for the ranks in the All category.		
	Banks with an equal overall performance score are on the top list placed in order according to their market penetration. Asterisk * marks tied ranks.		
Rank Market Penetration	Market penetration is measured by the percentage of investors mentioning a certain bank as a trading partner in credit products the past 12 months.		

Overall Performance - Top 3

	Rank	Mean value		Rank Market Penetration
Large				
Industry mean value 3,5	*1	3,7	Nordea	*1
	*1	3,7	Danske Markets	*1
	3	3,6	Swedbank	*4
All Investors				
Industry mean value 3,6	*1	3,7	Nordea	1
	*1	3,7	Danske Markets	5
	*1	3,7	SEB	*3
	*1	3,7	Swedbank	*3