

Facts about the Survey & Definitions

Institutions	Interviews with portfolio managers Average turnover credit products, DKK million	All 14 5 700
Response Rate	83 %	
Method & Time	Telephone interviews by Prospera's interviewers, April 1 till May 14, 2008	
Overall Performance	<p>Weighted average of 19 criteria covering the suppliers' general features, product supply, analytical competence and sales' performance. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.</p> <p>Credit product suppliers which less than 8 interviewees have an opinion on are excluded. In all 7 Nordic and 12 international suppliers are covered by the survey.</p> <p>Suppliers with an equal overall performance score are placed in order according to their market penetration.</p>	
Rank Market Penetration	Market penetration is measured by the percentage of institutions mentioning a certain supplier as a trading partner in credit products during 2007.	

Overall Performance – Top 3

All Interviewees	Rank	Mean value		Rank Market Penetration
Industry mean value 3,7	1	4,1	JP Morgan Chase	*7
	2	3,9	Merrill Lynch	*3
	*3	3,8	Deutsche Bank	2