

Facts about the Survey & Definitions

		All	Large
Institutions	21 interviews with portfolio managers	21	14
	Average turnover credit products, EUR million	3 000	4 500
Response Rate	91 %		
Method & Time	Telephone interviews by Prospera's interviewers, February 28 till April 7, 2008		
Overall Performance	Weighted average of 18 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.		
	Credit product suppliers which less than 8 interviewees have an opinion on are excluded. In all 5 Nordic and 12 international suppliers are covered by the survey.		
	Suppliers with an equal overall performance score are placed in order according to their market penetration.		
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 5

Large	Rank	Mean value		Rank Market Penetration
Industry mean value 3,5	1	3,9	Deutsche Bank	*1
	*2	3,8	BNP	*7
	*2	3,8	UBS	*7
	*4	3,6	Pohjola	*1
	*4	3,6	Citigroup	*10
All Interviewees				
Industry mean value 3,6	*1	3,8	Deutsche Bank	5
	*1	3,8	BNP	*7
	*1	3,8	UBS	*9
	*4	3,7	Pohjola	*1
	*4	3,7	Citigroup	*11