## **Debt Capital Markets 2009**

#### **Investors - Finland**



### **Facts about the Survey & Definitions**

		Large	AII
Institutions	Number of interviews	15	21

Turnover credit products & covered bonds past 12 months, MEUR

- Minimum 250 50 - Average 3 000 2 200

**Interviewees** Portfolio managers

Response Rate 81 per cent

**Method** Telephone interviews by TNS Prospera's interviewers

Time Period January 9 till January 28 2009

Overall Performance

Weighted average of 18 criteria covering a bank's general features, product supply, analytical competence, distribution's performance. Scale 1-5. Each criterion is weighted by its importance. In all 6 Nordic and 13 international suppliers are covered by the survey. However, banks of which less than 8 interviewees have an opinion are excluded. Only banks included in the Large category constitute the base for the ranks in the All category. In the top list the order of banks with an equal overall performance score is decided by the market penetration.

Rank Market Penetration

Market penetration is measured by the percentage of institutions mentioning a certain bank as a trading partner in credit products the past 12 months.

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# **Overall Performance – Top 5**

Large	Rank	Mean value		Rank Market Penetration
Industry mean value 3,5	*1	3,8	Société Générale	*5
	*1	3,8	UBS	*14
	*3	3,7	Danske Markets	*1
	*3	3,7	Barclays	*7
	*5	3,6	Pohjola	*1
All Interviewees				
Industry mean value 3,5	*1	3,7	Pohjola	*1
	*1	3,7	Danske Markets	*1
	*1	3,7	Société Générale	*7
	*1	3,7	Barclays	*7
	*1	3,7	UBS	*11