

Facts about the Survey & Definitions

		Large	Small
Institutions	Number of interviews	23	26
	Minimum borrowing (bond issues, syndicated loans, CPs) past 2 years, SEK billion	15	1
	Portion of of total volume past 2 years, %	95	5
Interviewees	CFOs & Treasurers		
Response Rate	88 per cent		
Method	Telephone interviews by TNS Prospera's interviewers		
Time Period	November 24 2008 till January 15 2009		
Overall Performance	Weighted average of 21 criteria covering a bank's general features, placing power, analytical competence and origination's performance. Scale 1-5. Each criterion is weighted by its importance. Banks of which less than 8 interviewees have an opinion are excluded. Only banks included in both the Large and Small 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 organisations mentioning a certain bank as a supplier of DCM services the past 2 years.		

Overall Performance – Top 3

	Rank	Mean value		Rank Market Penetration
Large				
Industry mean value 3,6	1	3,9	SEB	3
	*2	3,7	Citigroup	6
	*2	3,7	Deutsche Bank	8
Small				
Industry mean value 3,9	1	4,0	SEB	1
	2	3,9	Nordea	3
	*3	3,8	Handelsbanken	2
All Interviewees				
Industry mean value 3,7	1	4,0	SEB	1
	*2	3,7	Handelsbanken	2
	*2	3,7	Nordea	3