

# Overall Performance All institutions

Domestic Equity		
Rank		Score
17	16	17
1	3	3,84 Carnegie
2	4	3,77 Danske Bank Markets
3	1	3,74 Nordea Markets
4	2	3,68 SEB
5	5	3,61 ABG Sundal Collier

Research & Advisory			Execution			Corporate Access		
Rank		Score	Rank		Score	Rank		Score
17	16	17	17	16	17	17	16	17
1	2	3,91 Carnegie	1	3	3,75 Carnegie	1	1	3,88 SEB
2	3	3,89 Danske Bank Markets	2	1	3,73 Nordea Markets	2	2	3,83 Nordea Markets
3	1	3,71 Nordea Markets	3	2	3,70 SEB	3	3	3,81 Danske Bank Markets
4	6	3,60 ABG Sundal Collier	4	6	3,56 ABG Sundal Collier	4	4	3,75 Carnegie
5	4	3,59 SEB	5	4	3,41 Danske Bank Markets	5	6	3,69 DNB Markets

# Overall Performance Tier 1

Domestic Equity		
Rank		Score
17	16	17
1	*2	3,84 Carnegie
2	4	3,78 Danske Bank Markets
3	1	3,75 Nordea Markets
4	*2	3,70 SEB
5	5	3,59 ABG Sundal Collier

Research & Advisory			Execution			Corporate Access		
Rank		Score	Rank		Score	Rank		Score
17	16	17	17	16	17	17	16	17
1	2	3,92 Carnegie	1	3	3,74 Carnegie	1	1	3,90 SEB
2	3	3,90 Danske Bank Markets	2	1	3,73 Nordea Markets	2	2	3,84 Nordea Markets
3	1	3,72 Nordea Markets	3	2	3,72 SEB	3	4	3,81 Danske Bank Markets
4	4	3,60 SEB	4	6	3,55 ABG Sundal Collier	4	3	3,75 Carnegie
5	6	3,57 ABG Sundal Collier	5	*4	3,40 Danske Bank Markets	5	5	3,67 ABG Sundal Collier

# Thank you

Dear Participant,

Rest assured that your input counts. In 2016 we had more than 300 meetings to discuss Prospera reports with senior managers in the Nordic financial industry. This will help them to improve client satisfaction going forward. While strict anonymity is guaranteed for all interviewees, we take it seriously to deliver unfiltered and constructive input. We hope the report will be of interest to you.

Since 1985 Prospera has asked large corporates and institutions to evaluate their suppliers. In 2016 we performed more than 4000 interviews across the Nordics.

Kind regards,

*The Prospera Team*

# Survey design

<b>All</b>	175 institutions. Minimum commission fees domestic equity EUR 50 000
<b>Tier 1</b>	56 institutions. Minimum commission fees domestic equity EUR 500 000
<b>Method</b>	Telephone interviews by Prospera interviewers
<b>Time period</b>	October 24 - December 19, 2017

## **Domestic Equity Research & Advisory 2017**

Nordic Suppliers Nordics

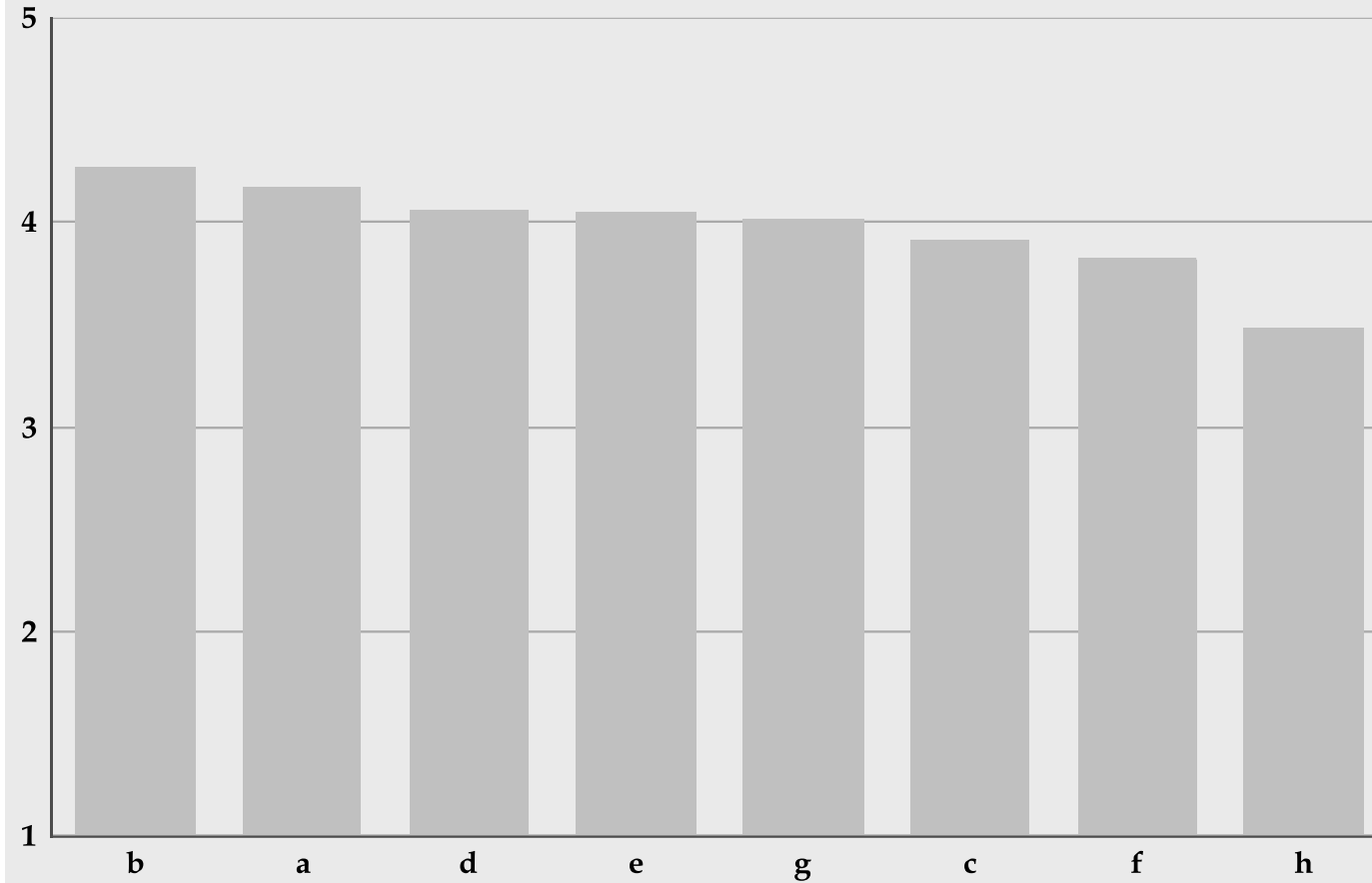


# Evaluation criteria

- a** Sales have well established personal contacts with you
- b** Sales are familiar with your institution and your business interests
- c** Sales offer good business ideas *2016 Sales are proactive*
- d** Produces good written periodic and sector research (*continuous follow-up of listed companies and sectors*)
- e** Produces good case analysis
- f** Analysts have well established personal contacts with you
- g** Analysts are good speaking partners
- h** Offers easy access to “up to date research” via the web & apps

# Demands

Importance in bars among All



- a Sales personal contacts
- b Sales client familiarity
- c Sales business ideas
- d Periodic & sector research
- e Case analysis
- f Analysts personal contacts
- g Analysts speaking partners
- h Research access

# Suppliers covered

Suppliers in questionnaire	Included performance benchmark:			
	All		Tier 1	
	2017	2016	2017	2016
ABG Sundal Collier	■	■	■	■
Carnegie	■	■	■	■
Danske Bank Markets	■	■	■	■
DNB Markets	■	■	■	■
Handelsbanken	■	■	■	■
Nordea Markets	■	■	■	■
Pareto Securities	■	■	■	■
SEB	■	■	■	■
Swedbank/Kepler Cheuvreux	■		■	



# Overall Performance

All		
Rank		Score
17	16	17
1	2	3,91 Carnegie
2	3	3,89 Danske Bank Markets
3	1	3,71 Nordea Markets
4	6	3,60 ABG Sundal Collier
5	4	3,59 SEB

Tier 1		
Rank		Score
17	16	17
1	2	3,92 Carnegie
2	3	3,90 Danske Bank Markets
3	1	3,72 Nordea Markets
4	4	3,60 SEB
5	6	3,57 ABG Sundal Collier

# Performance Most important criteria

## a) Sales personal contacts

All			
Rank		Score	
17	16	17	
1	2	4,09	Carnegie
2	6	3,91	ABG Sundal Collier
3	4	3,89	DNB Markets
4	3	3,86	Danske Bank Markets
5	1	3,68	Nordea Markets

Tier 1			
Rank		Score	
17	16	17	
1	1	4,28	Carnegie
2	4	4,04	Danske Bank Markets
3	2	3,83	Nordea Markets
4	3	3,75	SEB
5	5	3,68	ABG Sundal Collier

## b) Sales client familiarity

All			
Rank		Score	
17	16	17	
1	2	3,99	Carnegie
2	5	3,92	ABG Sundal Collier
3	6	3,90	DNB Markets
4	3	3,87	Danske Bank Markets
5	4	3,81	SEB

Tier 1			
Rank		Score	
17	16	17	
1	1	4,11	Carnegie
2	4	4,04	Danske Bank Markets
3	3	3,91	SEB
4	2	3,89	Nordea Markets
5	5	3,78	ABG Sundal Collier

## **Domestic Equity Execution 2017**

Nordic Suppliers Nordics

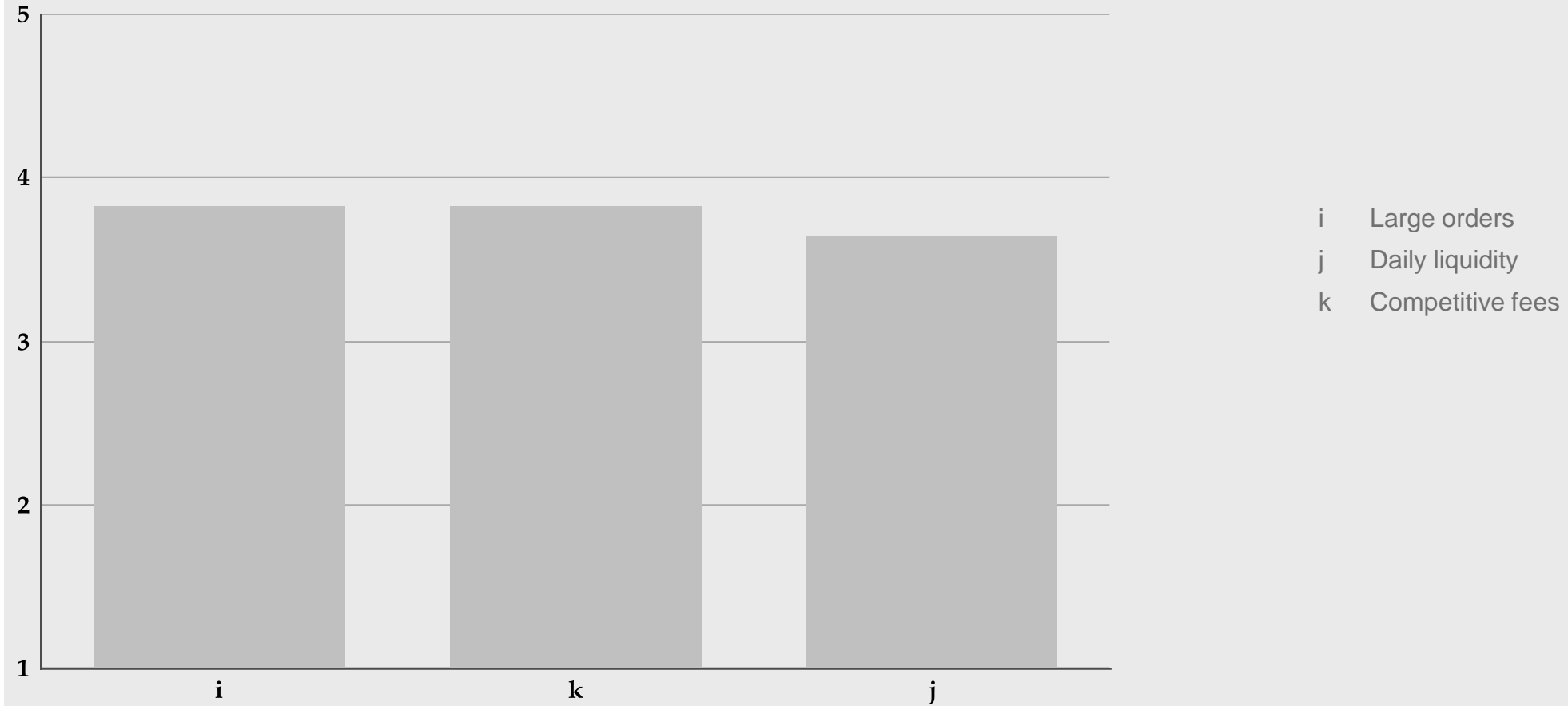


# Evaluation criteria

- i Is good at executing large orders (*on & outside public markets/venues*)
- j Is good at offering liquidity in the daily trade
- k Offers competitive fees relative quality

# Demands

Importance in bars among All



# Suppliers covered

Suppliers in questionnaire	Included performance benchmark:			
	All		Tier 1	
	2017	2016	2017	2016
ABG Sundal Collier	■	■	■	■
Carnegie	■	■	■	■
Danske Bank Markets	■	■	■	■
DNB Markets	■	■	■	■
Handelsbanken	■	■	■	■
Nordea Markets	■	■	■	■
Pareto Securities	■	■	■	■
SEB	■	■	■	■
Swedbank/Kepler Cheuvreux	■		■	

# Overall Performance

All			
Rank		Score	
17	16	17	
1	3	3,75	Carnegie
2	1	3,73	Nordea Markets
3	2	3,70	SEB
4	6	3,56	ABG Sundal Collier
5	4	3,41	Danske Bank Markets

Tier 1			
Rank		Score	
17	16	17	
1	3	3,74	Carnegie
2	1	3,73	Nordea Markets
3	2	3,72	SEB
4	6	3,55	ABG Sundal Collier
5	*4	3,40	Danske Bank Markets

# Performance Most important criteria

## i) Large orders

All			
Rank		Score	
17	16	17	
1	4	4,06	Carnegie
2	2	3,95	Nordea Markets
3	3	3,85	Danske Bank Markets
4	5	3,84	SEB
5	1	3,83	DNB Markets

Tier 1			
Rank		Score	
17	16	17	
1	2	3,98	Carnegie
2	4	3,96	SEB
3	3	3,94	Nordea Markets
4	1	3,72	Danske Bank Markets
5	6	3,56	ABG Sundal Collier

## k) Competitive fees

All			
Rank		Score	
17	16	17	
1	1	3,68	DNB Markets
2	6	3,59	ABG Sundal Collier
3	*3	3,55	SEB
4	2	3,54	Nordea Markets
5	*3	3,50	Carnegie

Tier 1			
Rank		Score	
17	16	17	
1	2	3,62	DNB Markets
2	4	3,56	SEB
*3	1	3,53	Nordea Markets
*3	-	3,53	Swedbank/Kepler Cheuvreux
5	6	3,43	Carnegie



## **Domestic Equity Corporate Access 2017**

Nordic Suppliers Nordics

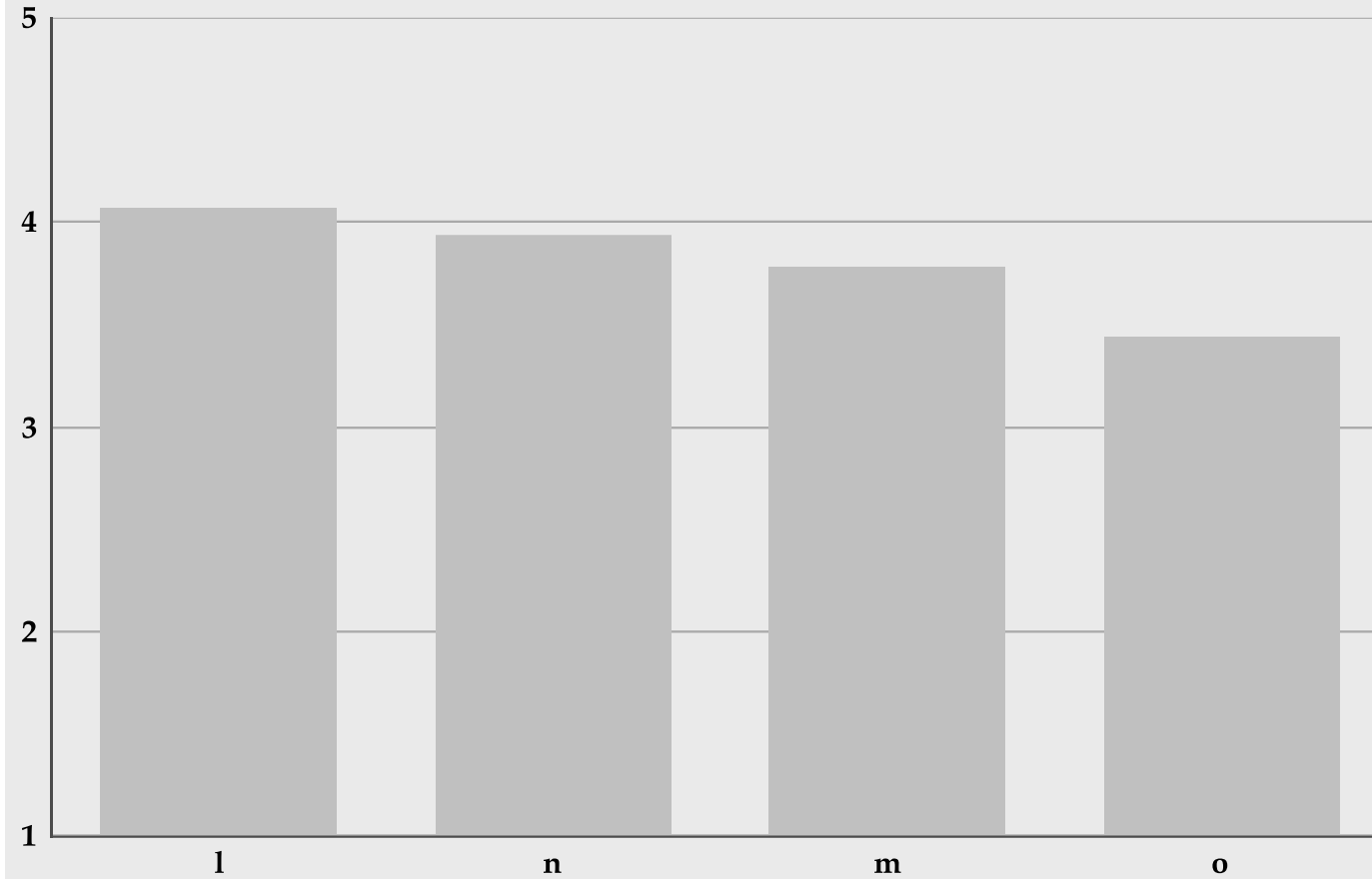


# Evaluation criteria

- l** Offers interesting meetings with executive management at listed companies, individually or in groups
- m** Offers interesting company site visits & group tours
- n** Offers interesting conferences & seminars
- o** Offers interesting and timely thematic presentations & macro events

# Demands

Importance in bars among All



- l Executive mgmt meetings
- m Company visits & tours
- n Conference & seminars
- o Timely thematic presentations & macro events

# Suppliers covered

Suppliers in questionnaire	Included performance benchmark:			
	All		Tier 1	
	2017	2016	2017	2016
ABG Sundal Collier	■	■	■	■
Carnegie	■	■	■	■
Danske Bank Markets	■	■	■	■
DNB Markets	■	■	■	■
Handelsbanken	■	■	■	■
Nordea Markets	■	■	■	■
Pareto Securities	■	■	■	■
SEB	■	■	■	■
Swedbank/Kepler Cheuvreux	■		■	

# Overall Performance

All		
Rank		Score
17	16	17
1	1	3,88 SEB
2	2	3,83 Nordea Markets
3	3	3,81 Danske Bank Markets
4	4	3,75 Carnegie
5	6	3,69 DNB Markets

Tier 1		
Rank		Score
17	16	17
1	1	3,90 SEB
2	2	3,84 Nordea Markets
3	4	3,81 Danske Bank Markets
4	3	3,75 Carnegie
5	5	3,67 ABG Sundal Collier

# Performance Most important criteria

## l) Executive mgmt meetings

All			
Rank		Score	
17	16	17	
1	5	4,23	DNB Markets
2	*3	4,20	Carnegie
3	2	4,06	Danske Bank Markets
4	1	4,04	Nordea Markets
5	6	4,02	ABG Sundal Collier

Tier 1			
Rank		Score	
17	16	17	
1	4	4,23	Carnegie
2	3	4,11	SEB
3	6	4,10	DNB Markets
*4	*1	4,08	Danske Bank Markets
*4	*1	4,08	Nordea Markets

## n) Conference & seminars

All			
Rank		Score	
17	16	17	
1	5	3,95	DNB Markets
2	1	3,94	SEB
3	3	3,87	Carnegie
4	4	3,76	Danske Bank Markets
5	6	3,64	Pareto Securities

Tier 1			
Rank		Score	
17	16	17	
1	1	4,07	SEB
2	2	4,00	Carnegie
3	4	3,72	Danske Bank Markets
4	5	3,71	ABG Sundal Collier
5	3	3,70	Nordea Markets

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