

Facts about the Surveys & Definitions

| | | All | Large |
|--------------------------------|--|------------|--------------|
| Organisation | Interviews with Cash Manager, Treasurer & CFO Minimum turnover 2009, DKK billion | 53 4 | 22 10 |
| Response Rate | 80 per cent | | |
| Method | Telephone interviews by TNS SIFO Prospera's interviewers | | |
| Time Period | March 29th till May 4th 2010 | | |
| Overall Performance | Weighted average of 26 criteria covering the banks' general features, sales' and support's performance, geographical regions, services/products and price/supply. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance. | | |
| | In all 9 Nordic and 13 international banks are covered by the survey. However, banks which less than 7-8 of the interviewees have an opinion of are excluded. Only banks included in the Large category constitute the base for the ranks in the All Organisations category. | | |
| | Banks with an equal overall performance score are on the top list placed in order according to their market penetration. Asterisk * marks tied ranks. | | |
| Rank Market Penetration | Market penetration is measured by the percentage of organisations mentioning a certain bank as a supplier of cash management services the last year. | | |

Overall Performance - Top list

| | Rank | Mean value | | Rank Market Penetration |
|--------------------------|------|------------|-------------|-------------------------|
| Large | 1 | 3,84 | Nordea | 2 |
| | 2 | 3,82 | Danske Bank | 1 |
| All Organisations | 1 | 3,88 | Nordea | 2 |
| | 2 | 3,83 | Danske Bank | 1 |