

Facts about the Surveys & Definitions

		All	Large
Organisation	Interviews with Cash Manager, Treasurer & CFO Minimum turnover 2009, EUR billion	74 0,5	33 1,5
Response Rate	82 per cent		
Method	Telephone interviews by TNS SIFO Prospera's interviewers		
Time Period	March 22nd 2010 till April 30th 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 6 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 5

	Rank	Mean value		Rank Market Penetration
Large				
Industry mean value 3,67	1	3,95	Nordea	1
	2	3,85	SEB	5
	3	3,67	Pohjola	2
	4	3,57	Danske Bank	3
	5	3,32	Handelsbanken	4
All Organisations				
Industry mean value 3,67	1	3,88	Nordea	1
	2	3,80	SEB	5
	3	3,63	Danske Bank	2
	4	3,62	Pohjola	3
	5	3,41	Handelsbanken	4