

## Facts about the Surveys & Definitions

		<b>All</b>	<b>Large</b>
<b>Organisation</b>	Interviews with Cash Manager, Treasurer & CFO Minimum turnover 2010, NOK billion	52 5	25 14
<b>Response Rate</b>	84 per cent		
<b>Method</b>	Telephone interviews by TNS SIFO Prospera's interviewers		
<b>Time Period</b>	February 19th - March 29th, 2011		
<b>Overall Performance</b>	Weighted average of 22 criteria covering the banks' 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.		
	Banks with an equal overall performance score are on the top list placed in order according to their market penetration. Asterisk * marks tied ranks.		
<b>Rank Market Penetration</b>	Market penetration is measured by the percentage of organisations mentioning a certain bank as a supplier of cash management services 2010.		

### Overall Performance - Top List

All Organisations	Rank	Mean value		Rank Market Penetration
Industry mean value 3,84	1	4,03	DnB NOR	1
	2	3,82	Nordea	2
	3	3,66	Fokus/Danske Bank	3
<b>Large</b>				
Industry mean value 3,85	1	4,07	DnB NOR	*1
	2	3,83	Nordea	*1
	3	3,64	Fokus/Danske Bank	3