

## Facts about the Surveys & Definitions

		<b>Large</b>	<b>Small</b>
<b>Organisation</b>	100 interviews with Cash Manager, Treasurer & CFO Minimum turnover 2009, SEK billion	42 18	58 6
<b>Response Rate</b>	86 per cent		
<b>Method</b>	Telephone interviews by TNS SIFO Prospera's interviewers		
<b>Time Period</b>	February 10th 2010 till March 19th 2010		
<b>Overall Performance</b>	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 both the Large and Small categories constitute the base for the ranks in the All Interviewees 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.

<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 2009.
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### Overall Performance - Top 5

	Rank	Mean value		Rank Market Penetration
<b>Large</b>				
Industry mean value 3,89	1	4,15	SEB	1
	2	3,97	Handelsbanken	3
	3	3,94	Nordea	2
	4	3,88	Danske Bank	4
	5	3,53	Swedbank	5
<b>Small</b>				
Industry mean value 3,81	1	4,06	SEB	3
	2	3,86	Danske Bank	4
	3	3,77	Handelsbanken	2
	4	3,75	Nordea	1
	5	3,62	Swedbank	5
<b>All Interviewees</b>				
Industry mean value 3,84	1	4,10	SEB	2
	2	3,87	Danske Bank	4
	3	3,86	Handelsbanken	3
	4	3,82	Nordea	1
	5	3,57	Swedbank	5