

Facts about the Surveys & Definitions

		All	Large
Organisation	Interviews with Cash Manager, Treasurer & CFO Minimum turnover 2010, SEK billion	94 6	45 17
Response Rate	84 per cent		
Method	Telephone interviews by TNS SIFO Prospera's interviewers		
Time Period	February 7th - March 11th, 2011		
Overall Performance	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.		
Rank Market Penetration	Market penetration is measured by the percentage of organisations mentioning a certain bank as a supplier of cash management services 2010.		

Overall Performance - Top 5

	Rank	Mean value	Rank Market Penetration
All Organisations			
Industry mean value 3,51	1	3,87 SEB	2
	2	3,67 Danske Bank	4
	3	3,65 Handelsbanken	3
	4	3,64 Nordea	1
	5	3,61 Citigroup	8
Large			
Industry mean value 3,56	1	3,97 SEB	1
	2	3,82 Danske Bank	*4
	3	3,76 Handelsbanken	3
	4	3,59 Nordea	2
	5	3,55 Citigroup	*4