

Survey Design

		Nordics	Denmark	Finland	Norway	Sweden
All Organisations	# corporates	262	59	60	56	87
Tier 1	# large corporates	96	26	25	25	41
Response Rate	per cent of Universe	73	73	73	70	74
Interviewees	CFO, Group Treasurer, Assistant Treasurer, Finance Director, Finance Manager, Head of Bank Relations & Cash Manager					
Method & Time	Telephone interviews by TNS Sifo Prospera's interviewers October 25 th , 2012 – January 14 th , 2013					
Overall Performance	Weighted average of criteria covering banking needs, client understanding, financial issues competence, service level, specialist coordination, understands strategic goals, analytical speaking partner, strategic advice, proactive with relevant ideas/solutions, customised solutions and activity level. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.					

Overall Performance Top 5 Nordics



Rank	Mean Value
1	3,87 SEB
2	3,79 Nordea
3	3,72 Citigroup
4	3,68 DNB
5	3,67 Danske Bank
1	3,96 SEB
2	3,84 Nordea
3	3,80 Citigroup
*4	3,66 Danske Bank
*4	3,66 Deutsche Bank

Overall Performance Top 5 All Organisations

	Rank	Mean Value
Denmark	1	3,85 Nordea
	2	3,84 SEB
	3	3,68 Danske Bank
	4	3,54 BNP Paribas
	5	3,24 Jyske Bank
Finland	1	3,83 Nordea
	2	3,82 SEB
	3	3,74 Pohjola
	4	3,60 Danske Bank
	5	3,40 Handelsbanken
Norway	1	3,99 DNB
	2	3,89 Nordea
	3	3,88 Danske Bank
	4	3,86 SEB
	5	3,66 Handelsbanken
Sweden	1	3,92 SEB
	2	3,91 Citigroup
	3	3,67 Nordea
	4	3,65 Credit Agricole
	*5	3,60 Danske Bank
	*5	3,60 BNP Paribas

Overall Performance Top 5 Tier 1

	Rank	Mean Value
Denmark	1	3,85 Nordea
	2	3,69 SEB
	3	3,63 Danske Bank
	4	3,54 BNP Paribas
	5	3,16 Jyske Bank
Finland	1	3,93 SEB
	2	3,92 Nordea
	3	3,79 Pohjola
	4	3,72 Danske Bank
	5	3,39 Swedbank
Norway	*1	3,98 DNB
	*1	3,98 Nordea
	3	3,88 SEB
	4	3,81 Danske Bank
	5	3,78 Handelsbanken
Sweden	1	4,09 SEB
	2	3,91 Citigroup
	3	3,73 Nordea
	4	3,67 BNP Paribas
	5	3,66 Credit Agricole