

Facts about the Survey & Definitions

Investors	Interviews with portfolio managers Minimum turnover credit products, DKK million	All 14 100
Response Rate	78 per cent	
Method	Telephone interviews by TNS SIFO Prospera's interviewers	
Time Period	August 30th till September 16th, 2010	
Overall Performance	Weighted average of 16 criteria covering a bank's general features, product supply, analytical competence, distribution's performance. The scale ranges from 1 to 5, 5 representing the highest score. Each criterion is weighted by its importance.	
	In all 8 Nordic and 11 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 investors mentioning a certain bank as a trading partner in credit products the last 12 months.	

Overall Performance – Top 5

All Investors	Rank	Mean value		Rank Market Penetration
Industry mean value 3,6	*1	3,8	Barclays Capital	1
	*1	3,8	Morgan Stanley	*2
	*3	3,6	Danske Markets	*2
	*3	3,6	Nordea	*4
	5	3,3	Nykredit Bank	*4