

Facts about the Survey & Definitions

		Tier 1	Tier 2
Organisations	54 Interviews with CFO/Treasurer Minimum issuing volume past 12 months, SEK million	19 5 000	35 > 500
Response Rate	83 per cent		
Method & Time	Telephone interviews by TNS SIFO Prospera's interviewers, February 27 th - March 20 th , 2012		
Overall Performance	Weighted average of 15 criteria covering a bank's origination, products and general features. Scale 1-5. Each criterion is weighted by its importance. Banks of which less than 7-8 interviewees have an opinion are excluded. Only banks included in both Tier 1 & Tier 2 constitute the base for the ranks in the All Issuers 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.		
Rank Market Penetration	Market penetration is measured by the percentage of organisations mentioning a certain bank as a trading partner during the past 12 months.		

Overall Performance **Top 5**

	Rank	Mean Value	Bank	Rank Market Penetration
All Issuers				
Industry mean value 3,84	1	3,95	SEB	2
	2	3,91	Nordea	3
	3	3,87	Danske Bank	5
	4	3,74	Swedbank	1
	5	3,71	Handelsbanken	4
Tier 1				
Industry mean value 3,93	1	4,10	Deutsche Bank	*6
	2	4,03	Danske Bank	5
	3	4,02	SEB	3
	4	4,00	Citigroup	8
	5	3,93	Nordea	*1
Tier 2				
Industry mean value 3,80	*1	3,92	SEB	*1
	*1	3,92	Nordea	3
	*3	3,72	Handelsbanken	4
	*3	3,72	Danske Bank	5
	5	3,70	Swedbank	*1