

Facts about the Surveys & Definitions

		Large	Small
Issuers	Number of interviews	21	17
	Minimum borrowing (bond issues, CPs) past 12 months, SEK billion	6	0,5
Interviewees	CFOs & Treasurers		
Response Rate	88 per cent		
Method	Telephone interviews by TNS SIFO Prospera's interviewers		
Time Period	December 18 2009 till February 22 2010		
Overall Performance	Weighted average of 19 criteria covering a bank's general features, products, analytical competence and origination. The scale ranges from 1 to 5, 5 representing the highest score. Each criterion is weighted by its importance.		
	In all 5 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 category 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 supplier of DCM services the past 12 months.		

Overall Performance - Top 3

	Rank	Mean value		Rank Market Penetration
Large				
Industry mean value 3,9	1	4,1	Deutsche Bank	7
	2	4,0	Credit Suisse	*9
	*3	3,9	SEB	1
Small				
Industry mean value 3,9	1	4,2	SEB	*1
	2	4,0	Nordea	*1
	3	3,9	Danske Markets	5
All Issuers				
Industry mean value 3,9	1	4,0	SEB	1
	2	3,9	Nordea	2
	3	3,8	Danske Markets	5