

Facts about the Surveys & Definitions

		Large	Small
Issuers	Number of interviews	20	25*
	Minimum borrowing (bond issues & CPs) past 12 months, SEK billion	5,6	1
Interviewees	CFO/Treasurer		
Response Rate	80 per cent		
Method	Telephone interviews by TNS SIFO Prospera's interviewers		
Time Period	December 29th, 2010 till February 18th, 2011		
Overall Performance	<p>Weighted average of 19 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.</p> <p>In all 5 Nordic and 14 international banks are covered by the survey. However, banks which less than 7-8 of the interviewees in each category 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.</p> <p>Banks with an equal overall performance score are on the top list placed in order according to their market penetration. Asterisk * marks tied ranks.</p>		
Rank Market Penetration	<p>Market penetration is measured by the percentage of issuers mentioning a certain bank as a supplier of DCM services the past 12 months.</p>		

* Of which 9 organisations have issued commercial papers only

Overall Performance - Top 5

All Issuers	Rank	Mean Value	Bank	Rank Market Penetration
Industry mean value 3,81	1	4,03	SEB	1
	2	3,88	Nordea	3
	3	3,72	Danske Markets	5
	*4	3,70	Swedbank	2
	*4	3,70	Handelsbanken	4
Large				
Industry mean value 3,90	*1	4,07	HSBC	7
	*1	4,07	Deutsche Bank	*8
	3	3,97	SEB	*2
	4	3,87	Nordea	*2
	5	3,78	Danske Markets	*4
Small				
Industry mean value 3,77	1	4,10	SEB	1
	2	3,88	Nordea	3
	3	3,63	Handelsbanken	4
	4	3,62	Danske Markets	5
	5	3,61	Swedbank	2