

## Facts about the Survey & Definitions

Organisations		All Tier 1	Tier 1A
	N° of interviews	53	30
	Min External AUM (MEUR)	20	170
Response Rate	74 per cent		
Method & Time	Telephone interviews by TNS SIFO Prospera's interviewers, June 4 <sup>th</sup> - September 4 <sup>th</sup> , 2012		
Overall Performance	<p>Weighted average of 16 criteria concerning asset managers' performance covering sales/contact persons, the portfolio management and the organisation in general. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.</p> <p>In all 9 Nordic and 10 international asset managers are covered by the survey. Asset managers 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	The market penetration measures the portion of organisations that are clients of a certain asset manager.		
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## Overall Performance **Top 5**

	Rank	Mean Value	Asset Manager	Rank Market Penetration
<b>All Tier 1</b> Industry mean value 3,80	1	3,97	Tapiola Asset Management	*8
	2	3,88	Evli	4
	3	3,87	SEB Gyllenberg	*2
	4	3,82	Danske Capital	5
	5	3,80	Pohjola	*2
<b>Tier 1A</b> Industry mean value 3,74	1	3,89	Tapiola Asset Management	10
	2	3,84	SEB Gyllenberg	1
	3	3,83	Evli	4
	4	3,79	Pohjola	3
	5	3,76	Nordea Investment Management	2