

Facts about the Survey & Definitions

		All Tier 1	Tier 1A
Organisations	N° of interviews	302	149
Response Rate	77 per cent		
Method & Time	Telephone interviews by TNS SIFO Prospera's interviewers, May 19 th - September 11 th , 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 35 Nordic and 10 international asset managers are covered by the survey.</p> <p>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
All Tier 1				
Industry mean value 3,92				
	*1	4,07	Skagen Fondene	5
	*1	4,07	PIMCO	*12
	3	4,02	Nordea Investment Management	1
	*4	3,99	Danske Capital	*2
	*4	3,99	BlackRock	*12
Tier 1A				
Industry mean value 3,95				
	1	4,13	Skagen Fondene	5
	2	4,10	PIMCO	9
	3	4,08	Danske Capital	2
	4	4,02	Nordea Investment Management	1
	5	3,99	BlackRock	*7