

Facts about the Survey & Definitions

Organisations		All Tier 1	Tier 1A
	N° of interviews	77	37
	Min External AUM (MNOK)	200	1 300
Response Rate	75 per cent		
Method & Time	Telephone interviews by TNS SIFO Prospera's interviewers, June 4 th - August 28 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 17 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 4,17				
	1	4,40	KLP	7
	2	4,32	Danske Capital	6
	3	4,30	Arctic Asset Management	14
	4	4,25	Nordea Investment Management	4
	5	4,24	DNB Asset Management	1
Tier 1A				
Industry mean value 4,34				
	1	4,53	KLP	7
	2	4,52	Danske Capital	*5
	3	4,37	DNB Asset Management	1
	4	4,36	Holberg Fondene	8
	5	4,34	Nordea Investment Management	3