

Facts about the Survey & Definitions

Organisations		All Tier 1	Tier 1A
	N° of interviews	111	41
	Min External AUM (MSEK)	200	2 000
Response Rate	76 per cent		
Method & Time	Telephone interviews by TNS SIFO Prospera's interviewers, May 19 th - June 25 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 18 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
All Tier 1 Industry mean value 3,85	1	4,14	BlackRock	13
	2	4,09	DNB Asset Management	3
	3	4,02	J.P. Morgan Asset Management	*16
	4	4,00	SEB	1
	5	3,93	Brummer & Partners	6
Tier 1A Industry mean value 3,87	1	4,18	BlackRock	*11
	2	4,06	J.P. Morgan Asset Management	14
	3	3,96	Carnegie	*5
	4	3,93	Swedbank Robur	*5
	5	3,92	Lannebo Fonder	*8