

Survey Design

All Tier 1

51 organisations with a minimum external AUM of MEUR 20

Response Rate

All Tier 1 represent 71 per cent of Universe

Interviewees

CIO, Portfolio Manager & CFO

Method

Telephone interviews by TNS Sifo Prospera's interviewers

Time Period

June 5th – September 11th, 2013

Overall Performance

Weighted average of criteria concerning asset managers' performance covering sales/contact persons, the portfolio management, the organisation in general, brand and product range. Scale 1-5. Each criterion is weighted by its importance.

Overall Performance



Rank	Mean Value	
1	3,80	SEB
2	3,76	Evli
3	3,73	Danske Capital
4	3,71	Aktia
5	3,68	Nordea Investment Management
6	3,54	Pohjola
7	3,45	LähiTapiola
8	3,16	FIM
9	3,05	Alfred Berg
1	3,70	Aberdeen Asset Management
2	3,66	J.P. Morgan Asset Management
3	3,50	BlackRock
4	3,44	Fidelity Worldwide Investment