

Survey Design

All Tier 1

290 organisations

Response Rate

All Tier 1 represent 73 per cent of Universe

Interviewees

CIO, Portfolio Manager & CFO

Method

Telephone interviews by TNS Sifo Prospera's interviewers

Time Period

May 4th – September 20th, 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	
Nordic	1	4,05	Nordea Investment Management
	2	4,01	Danske Capital
	3	4,00	Carnegie Asset Management
	4	3,95	SEB
	5	3,93	SKAGEN Fondene
	6	3,71	Alfred Berg
International	1	3,85	BlackRock
	2	3,81	PIMCO
	3	3,80	Aberdeen Asset Management
	4	3,76	J.P. Morgan Asset Management
	5	3,68	Goldman Sachs
	6	3,61	Fidelity Worldwide Investment
	7	3,56	Franklin Templeton
	8	3,51	Schroders