

Survey Design

All Tier 1

108 organisations with a minimum external AUM of MSEK 200

Response Rate

All Tier 1 represent 76 per cent of Universe

Interviewees

CIO, Portfolio Manager & CFO

Method

Telephone interviews by TNS Sifo Prospera's interviewers

Time Period

May 4th - June 25th, 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	4,08	DNB Asset Management/Carlson
	*2	4,04	SEB
	*2	4,04	Brummer & Partners
	4	4,03	Handelsbanken
	5	4,01	Nordea Investment Management
	6	3,93	Carnegie Asset Management
	7	3,89	Swedbank Robur
	8	3,86	Danske Capital
	9	3,83	Enter
	10	3,80	Alfred Berg
International	1	4,03	BlackRock
	2	3,81	J.P. Morgan Asset Management
	3	3,69	Goldman Sachs
	4	3,65	PIMCO
	5	3,63	Aberdeen Asset Management
	6	3,39	Franklin Templeton