

Facts about the Surveys & Definitions

All Interviewees 77 organisations

Response Rate 76%

All Tier 1 56 organisations, assets under management \geq 425 MDKK

All Tier 2 21 organisations, assets under management of minimum 40 MDKK

Time Period November 16 2009 till January 29 2010

Method Telephone interviews by TNS SIFO Prospera's interviewers

Overall Performance Weighted average of 15 criteria covering the asset managers' general features, sales, operations and performance. The scale ranges from 1 to 5, 5 representing the highest score. Each criterion is weighted by its importance.

In all 11 Nordic and 21 international asset managers are covered by the survey. However, asset managers which less than 7-8 of the interviewees have an opinion of are excluded.

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.

Rank Market Penetration The market penetration measures the portion of organisations that are clients of a certain asset manager.

Overall Performance - Top list

	Rank	Mean value		Rank Market Penetration
All Tier 1				
Industry mean value 4,0	*1	4,3	Danske Capital	1
	*1	4,3	Nordea	2
	*1	4,3	Nykredit Portefølje	*6
	4	4,2	Jyske	*6
	5	4,1	Carnegie	*4
All Tier 2				
Industry mean value 4,1	1	4,3	Danske Capital	*1
	2	4,0	Nordea	*1