

Facts about the Surveys & Definitions

All Interviewees 82 organisations

Response Rate 80%

All Tier 1 52 organisations, assets under management of minimum 60 MEUR

All Tier 2 30 organisations, asset under management of minimum 3 MEUR

Time Period October 26 2009 till January 22 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 15 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 5

	Rank	Mean value		Rank Market Penetration
All Tier 1				
Industry mean value 3,8	1	4,0	Pohjola	2
	*2	3,9	Nordea	3
	*2	3,9	SEB Gyllenberg	5
	*4	3,8	Danske Capital	1
	*4	3,8	Alfred Berg/Fortis Inv.	6
All Tier 2				
Industry mean value 4,0	1	4,4	Pohjola	3
	2	4,1	SEB Gyllenberg	*4
	*3	3,9	Nordea	*1
	*3	3,9	Evli	*4
	5	3,8	Danske Capital	*1