

## Facts about the Surveys & Definitions

<b>Organisation</b>	<b>All Tier 1</b>	<b>Tier 1A</b>	<b>Tier 1B</b>
N° of interviews	51	19	32
Min AUM (MEUR)		400	30
<b>Interviewees</b>	CIO, Head of Asset Management, Portfolio Manager, CFO		
<b>Response Rate</b>	73 per cent		
<b>Method</b>	Telephone interviews by TNS SIFO Prospera's interviewers		
<b>Time Period</b>	June 1 <sup>st</sup> - September 23 <sup>rd</sup> , 2011		
<b>Overall Performance</b>	Weighted average of 15 criteria covering the asset managers' sales/contact person, portfolio management & organisation. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.		
	In all 14 Nordic and 22 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.		
<b>Rank Market Penetration</b>	The market penetration measures the portion of organisations that are clients of a certain asset manager.		

## Overall Performance - Top 5

All Tier 1	Rank	Mean value		Rank Market Penetration
Industry mean value 3,86	1	4,01	SEB Gyllenberg	1
	2	3,99	Pohjola	*2
	*3	3,94	Evli	5
	*3	3,94	Tapiola Asset Management	8
	5	3,91	Alfred Berg	7