

Facts about the Surveys & Definitions

Credit Products	37 interviews	Large	Small
	Minimum turnover NOK denominated credit products 2010, NOK billion	19	18
		4,3	0,4
Government Securities	Interviews	All	Large
	Minimum turnover NOK denominated government securities 2010, NOK billion	27	16
		0,2	2,25
Interviewees	Portfolio managers & Fixed income traders		
Response Rate	82 per cent		
Method	Telephone interviews by TNS SIFO Prospera's interviewers		
Time Period	February 16 th - March 23 rd , 2011		
Overall Performance	<p>Weighted average of criteria covering the dealers' general features, analytical competence, sales' performance and price quoting. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.</p> <p>In all 10 Nordic and 14 international dealers are covered by the survey. However, dealers which less than 7-8 of the interviewees have an opinion of are excluded. Concerning Credit Products only dealers included in both the Large and Small categories constitute the base for the ranks in the All Interviewees category. Concerning Government Securities results are displayed for All Interviewees and Large investors</p> <p>Dealers with an equal overall performance score are on the top list placed in order according to their market penetration. Asterisk * marks tied ranks.</p>		
Rank Market Penetration	Market penetration is measured by the percentage of organisations mentioning a certain dealer as a trading partner in NOK denominated credit products/government securities during 2010.		

Overall Performance NOK Credit Products - Top 5

	Rank	Mean value		Rank Market Penetration
All Interviewees				
Industry mean value 3,91	1	4,22	DnB NOR Markets	*1
	2	3,94	Swedbank Oslo	6
	3	3,93	Fokus/Danske Markets	*1
	4	3,87	Nordea	*1
	5	3,83	SEB	4
Large				
Industry mean value 3,73	1	4,20	DnB NOR Markets	*1
	2	3,97	Fokus/Danske Markets	*1
	3	3,95	Swedbank Oslo	*5
	4	3,92	SEB	*3
	5	3,80	Nordea	*3
Small				
Industry mean value 3,93	1	4,24	DnB NOR Markets	*2
	*2	3,94	Nordea	1
	*2	3,94	Swedbank Oslo	6
	4	3,88	Fokus/Danske Markets	*2
	5	3,85	Pareto	5

Overall Performance NOK Government Securities - Top 5

	Rank	Mean value		Rank Market Penetration
All Interviewees				
Industry mean value 3,88	1	4,20	DnB NOR Markets	*1
	2	3,94	Fokus/Danske Markets	*1
	3	3,91	Nordea	*1
	4	3,87	SEB	4
	5	3,81	Swedbank Oslo	6
Large				
Industry mean value 3,89	1	4,28	DnB NOR Markets	1
	2	4,00	Fokus/Danske Markets	*2
	3	3,96	SEB	4
	4	3,89	Nordea	*2
	5	3,69	Swedbank Oslo	6