

Facts about the Survey & Definitions

		Corporates	Institutions
Interviews	In all 73 interviews	42	31
Large organisations	23 organisations with a turnover in foreign exchange of minimum DKK 30 billion		
Small organisations	50 organisations with a turnover \geq 500 million in spot & forward/outrights and/or in FX Swaps		
Interviewees	Person responsible for the daily FX trade		
Response Rate	82 per cent		
Method	Telephone interviews by TNS SIFO Prospera's interviewers		
Time Period	August 25 th till October 4 th , 2010		
Overall Performance	<p>Weighted average of 19 criteria covering the banks' 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 7 Nordic and 15 international banks are covered by the survey. However, banks which less than 7-8 of the interviewees have an opinion of are excluded. Only banks included in both the Large and Small categories constitute the base for the ranks in the All Interviewees category.</p> <p>Banks 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	The market penetration measures the percentage of organisations mentioning a certain FX dealer as a trading partner in the last 12 months.		

Overall Performance - Top list

	Rank	Mean value	Rank Market Penetration
Large			
Industry mean value 4,0			
	*1	4,1 Nordea	1
	*1	4,1 Danske Markets	2
	*3	3,9 SEB	3
	*3	3,9 Jyske Bank	4
Small			
Industry mean value 3,9			
	*1	4,0 Danske Markets	1
	*1	4,0 Nordea	2
	3	3,8 SEB	3
	4	3,7 Jyske Bank	4
All Interviewees			
Industry mean value 3,9			
	*1	4,0 Danske Markets	1
	*1	4,0 Nordea	2
	*3	3,8 SEB	3
	*3	3,8 Jyske Bank	4

Overall Performance - Top list

	Rank	Mean value		Rank Market Penetration
Corporates				
Industry mean value 3,9	*1	4,0	Danske Markets	1
	*1	4,0	Nordea	2
	3	3,8	SEB	3
Institutions				
Industry mean value 3,9	1	4,1	Nordea	*1
	2	4,0	Danske Markets	*1
	3	3,9	SEB	3
	4	3,8	Jyske Bank	4