

Survey Design

		Nordics	Denmark	Finland	Norway	Sweden
All Institutions	# institutions	167	45	30	36	56
Tier 1	# large institutions	98	23	21	22	32
Response Rate	per cent	76	70	75	78	81
Interviewees	CEO, CFO & CIO					
Method & Time	Telephone interviews by TNS Sifo Prospera's interviewers September 7 th – October 24 th , 2012					
Overall Performance	Weighted average of 12 criteria covering banking needs, client understanding, financial issues competence, service level, specialist coordination, understands strategic goals, analytical speaking partner, strategic advice, proactive with relevant ideas/solutions, customised solutions, relevant focus and activity level. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance. In all 19 banks are covered by the survey. Banks with an equal overall performance score are on the top list placed in order according to their market penetration. Asterisk * marks tied ranks.					

Overall Performance Relationship Mgmt Top 5 Nordics

	Rank	Mean Value	Bank
All Institutions	1	3,75	Goldman Sachs
	2	3,74	Deutsche Bank
	3	3,69	J.P. Morgan
	4	3,67	Nordea
	5	3,64	Danske Bank
Tier 1	1	3,81	Deutsche Bank
	2	3,77	Goldman Sachs
	3	3,69	Nordea
	4	3,68	J.P. Morgan
	5	3,66	SEB

Overall Performance Relationship Mgmt Top 5 All Institutions

	Rank	Mean Value	Bank
Denmark	1	3,78	Danske Bank
	2	3,71	Goldman Sachs
	3	3,68	Deutsche Bank
	4	3,65	Nordea
	5	3,59	J.P. Morgan
Finland	1	3,88	Barclays
	2	3,81	Nordea
	3	3,68	Pohjola
	4	3,61	Deutsche Bank
	5	3,51	SEB
Norway	1	3,93	J.P. Morgan
	*2	3,78	SEB
	*2	3,78	Morgan Stanley
	4	3,77	DNB
	5	3,63	Barclays
Sweden	1	4,02	Deutsche Bank
	2	3,93	Goldman Sachs
	3	3,76	J.P. Morgan
	4	3,73	Morgan Stanley
	*5	3,66	Nordea

Overall Performance Top 5 Tier 1

	Rank	Mean Value	Bank
Denmark	1	3,84	Danske Bank
	2	3,81	Goldman Sachs
	3	3,79	Deutsche Bank
	4	3,65	Morgan Stanley
	5	3,62	Nordea
Finland	1	3,78	Nordea
	2	3,73	Barclays
	3	3,70	Deutsche Bank
	4	3,65	Pohjola
	5	3,53	SEB
Norway	1	4,06	J.P. Morgan
	2	3,87	Morgan Stanley
	3	3,86	DNB
	4	3,75	Barclays
	5	3,73	SEB
Sweden	1	3,96	Deutsche Bank
	2	3,94	Goldman Sachs
	3	3,74	SEB
	4	3,73	J.P. Morgan
	*5	3,69	Nordea