

Survey Design

		Nordics	Denmark	Finland	Norway	Sweden
All Institutions	# institutions	183	42	38	40	63
Tier 1	# large institutions	100	27	21	23	29
Response Rate	per cent of Universe	74	70	76	74	76
Interviewees	CEO, CIO, CFO, Group Treasurer/Treasurer					
Method & Time	Telephone interviews by TNS Sifo Prospera's interviewers September 13 th – November 27 th , 2013					
Overall Performance	<p>Weighted average of criteria covering banking needs, client understanding, financial competence, service level, specialist coordination, understands strategic goals, analytical speaking partner, strategic advice, proactivity, customised solutions and relevant focus.</p> <p>The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.</p> <p>In all 19 banks are covered by the survey.</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>					

Overall Performance Relationship Mgmt Nordics

All

Rank Score

- 1 3,75 Danske Bank
- 2 3,74 SEB
- 3 3,68 Nordea
- 4 3,60 J.P. Morgan
- 5 3,57 DNB

Tier 1

- 1 3,81 SEB
- 2 3,74 Danske Bank
- 3 3,73 Nordea
- 4 3,67 DNB
- 5 3,66 Swedbank

Overall Performance Relationship Mgmt All Institutions

	Rank	Score	
Denmark	1	3,77	Danske Bank
	*2	3,51	Nordea
	*2	3,51	SEB
	4	3,32	Nykredit
	5	3,29	Jyske Bank
Finland	1	3,75	Nordea
	2	3,62	Danske Bank
	3	3,59	SEB
	*4	3,55	Pohjola
	*4	3,55	J.P. Morgan
Norway	1	3,97	Danske Bank
	2	3,92	SEB
	3	3,84	DNB
	4	3,80	Nordea
	5	3,79	J.P. Morgan
Sweden	1	3,83	J.P. Morgan
	2	3,81	SEB
	3	3,77	Deutsche Bank
	4	3,75	Goldman Sachs
	5	3,69	Danske Bank

Overall Performance Relationship Mgmt Tier 1

	Rank	Score	
Denmark	1	3,64	Danske Bank
	2	3,50	Nordea
	3	3,46	SEB
	4	3,18	Deutsche Bank
	*5	3,11	J.P. Morgan
	*5	3,11	Morgan Stanley
Finland	1	3,85	Nordea
	2	3,83	Danske Bank
	3	3,69	Pohjola
	4	3,63	SEB
	5	3,54	J.P. Morgan
Norway	1	4,06	J.P. Morgan
	2	4,01	SEB
	3	3,97	Swedbank
	4	3,95	Nordea
	5	3,92	Danske Bank
Sweden	1	3,99	SEB
	2	3,74	Barclays
	*3	3,70	Danske Bank
	*3	3,70	Goldman Sachs
	*5	3,67	Nordea
	*5	3,67	Deutsche Bank