

### Facts about the Surveys & Definitions

		<b>Large</b>	<b>Small</b>
<b>Organisations</b>	39 interviews with the persons responsible for the trade Minimum turnover 2009, NOK billion	19 3	20 0,5
<b>Response Rate</b>	83 per cent		
<b>Method</b>	Telephone interviews by TNS SIFO Prospera's interviewers		
<b>Time Period</b>	February 22th till April 22th, 2010		
<b>Overall Performance</b>	<p>Weighted average of 10 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 5 Nordic and 13 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>		
<b>Rank Market Penetration</b>	Market penetration is measured by the percentage of organisations mentioning a certain bank as a trading partner during 2009.		

### Overall Performance - Top 5

	Rank	Mean value	Rank Market Penetration
<b>Large</b>			
Industry mean value 3,9			
	*1	4,1 Nordea	2
	*1	4,1 Fokus/Danske Markets	3
	*1	4,1 SEB	4
	4	4,0 DnB NOR Markets	1
	*5	3,7 Swedbank Oslo/First	5
<b>Small</b>			
Industry mean value 3,9			
	*1	4,0 DnB NOR Markets	1
	*1	4,0 Fokus/Danske Markets	*2
	*1	4,0 SEB	4
	4	3,9 Nordea	*2
	5	3,4 Swedbank Oslo/First	5
<b>All Interviewees</b>			
Industry mean value 3,9			
	*1	4,0 DnB NOR Markets	1
	*1	4,0 Nordea	2
	*1	4,0 Fokus/Danske Markets	3
	*1	4,0 SEB	4
	5	3,6 Swedbank Oslo/First	5