

Facts about the Surveys & Definitions

		All	Large
Organisations	Interviews with Treasurer, Risk Managers, TF Director & CFO	58	25
Interviewees	Treasurer, Risk Managers, TF Director & CFO		
Response Rate	82 per cent		
Method	Telephone interviews by TNS SIFO Prospera's interviewers		
Time Period	March 18th 2010 till April 29th 2010		
Overall Performance	<p>Weighted average of 24 criteria covering the banks' general features, sales' and support's performance, risk, analysis, documentations, supply and fees. 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 the Large category constitute the base for the ranks in the All Organisations 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	<p>Market penetration is measured by the percentage of organisations mentioning a certain bank as a supplier of trade finance services the last year.</p>		

Overall Performance - Top list

	Rank	Mean value	Rank Market Penetration
Large			
Industry mean value 4,09			
	1	4,16 Nordea	1
	2	4,14 SEB	*3
	3	4,05 DnB NOR	2
	4	4,03 Fokus/Danske Bank	*3
All Organisations			
Industry mean value 4,06			
	1	4,12 SEB	3
	2	4,08 Nordea	1
	3	4,02 Fokus/Danske Bank	4
	4	4,00 DnB NOR	2