

## Facts about the Surveys & Definitions

		Private Persons		Company Owners
		Tier 1	Tier 2	Tier 3
<b>Interviewees</b>	In all 803 interviews	341	381	214
	Financial Assets	≥ SEK 20 million	SEK 5-19 million	≥ SEK 5 million
<b>Method</b>	Telephone interviews by TNS SIFO & Prospera's interviewers			
<b>Time Period</b>	9 September till 31 October, 2010			
<b>Overall Performance</b>	<p>Weighted average of 23 criteria covering the suppliers' general features, asset management, investment products and equity trade. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.</p> <p>In all 10 Nordic and 22 international suppliers are covered by the survey. However, suppliers with less than 30 clients as counted over all three products are excluded.</p> <p>Suppliers 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 the percentage of interviewees mentioning a certain bank as a supplier of private banking & wealth management 2010.			

### Overall Performance - Top list

All Interviewees	Rank	Mean value	Bank	Rank Market Penetration
	1	3,93	Handelsbanken	2
	2	3,83	SEB	1
	3	3,74	Carnegie	6
	4	3,70	Danske Bank	5
	5	3,67	Nordea	4
<b>Tier 1 - Private Persons</b>				
	1	3,99	Handelsbanken	2
	2	3,86	SEB	1
	3	3,84	Carnegie	6
	4	3,78	Danske Bank	5
	5	3,71	Swedbank	4
<b>Tier 2 - Private Persons</b>				
	1	3,88	Handelsbanken	2
	2	3,79	SEB	1
	3	3,67	Nordea	4
	4	3,48	Swedbank	3
<b>Tier 3 - Company Owners</b>				
	1	3,94	Handelsbanken	1
	2	3,86	SEB	*2
	3	3,63	Swedbank	*2
	4	3,55	Nordea	4