

# External Asset Management 2015 Norway



# Survey Design

All Tier 1	72 organisations with minimum MNOK 200 externally managed
Interviewees	CIO, Portfolio Manager, CFO
Method	Telephone interviews by TNS Sifo Prospera's interviewers
Time Period	April 15 <sup>th</sup> – May 29 <sup>th</sup> , 2015



# Suppliers Covered

## 15 Asset Managers

Alfred Berg (*incl. BNP Investment Partners*)

Arctic Asset Management

Carnegie Asset Management

Danske Capital

DNB Asset Management

First Asset Management

Fondsfinans

Holberg Fondene

KLP

Nordea Investment Management

ODIN Fondene

Pareto

SEB

SKAGEN Fondene

Storebrand/Delphi

# Structure



# Calculation of Overall Performance

## Included in Total Scores



## Evaluation Criteria

### Market Standing

- a Has a strong brand as asset manager
- b Has a high quality product range
- c Portfolio managers are competent

### Procurement

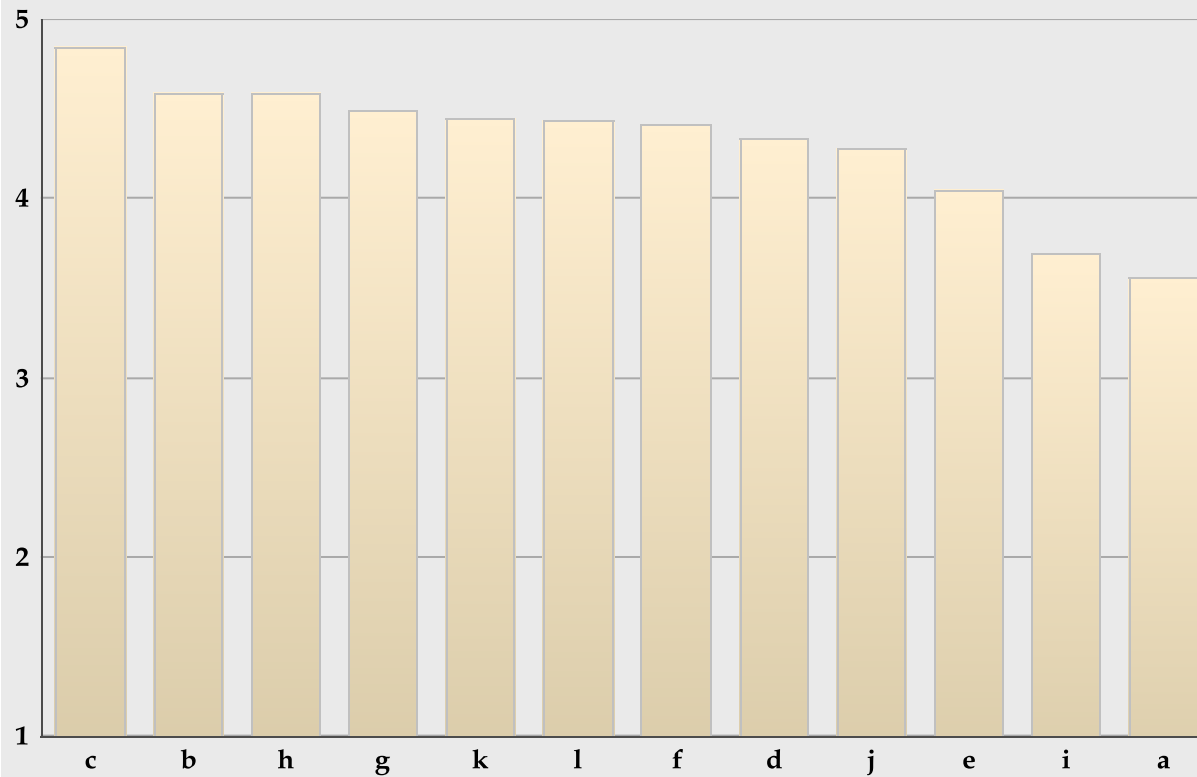
- d Sales are competent
- e Sales have good personal contacts with you
- f Offers high quality product information
- g Has a good track record
- h Offers competitive fees

### The Mandate

- i Holds interesting continuous meetings
- j Offers good access to the portfolio managers
- k Offers high quality reporting on returns & holdings
- l Has reliable administration

# Demands

Importance of each criterion



## Market Standing

- a Brand Strength
- b Product Quality
- c PM Competence

## Procurement

- d Sales Competence
- e Sales Personal Contacts
- f Product Information
- g Track Record
- h Competitive Fees

## The Mandate

- i Meetings
- j PM Access
- k Reporting
- l Administration

# Overall Performance **All Criteria**



## Rank Score

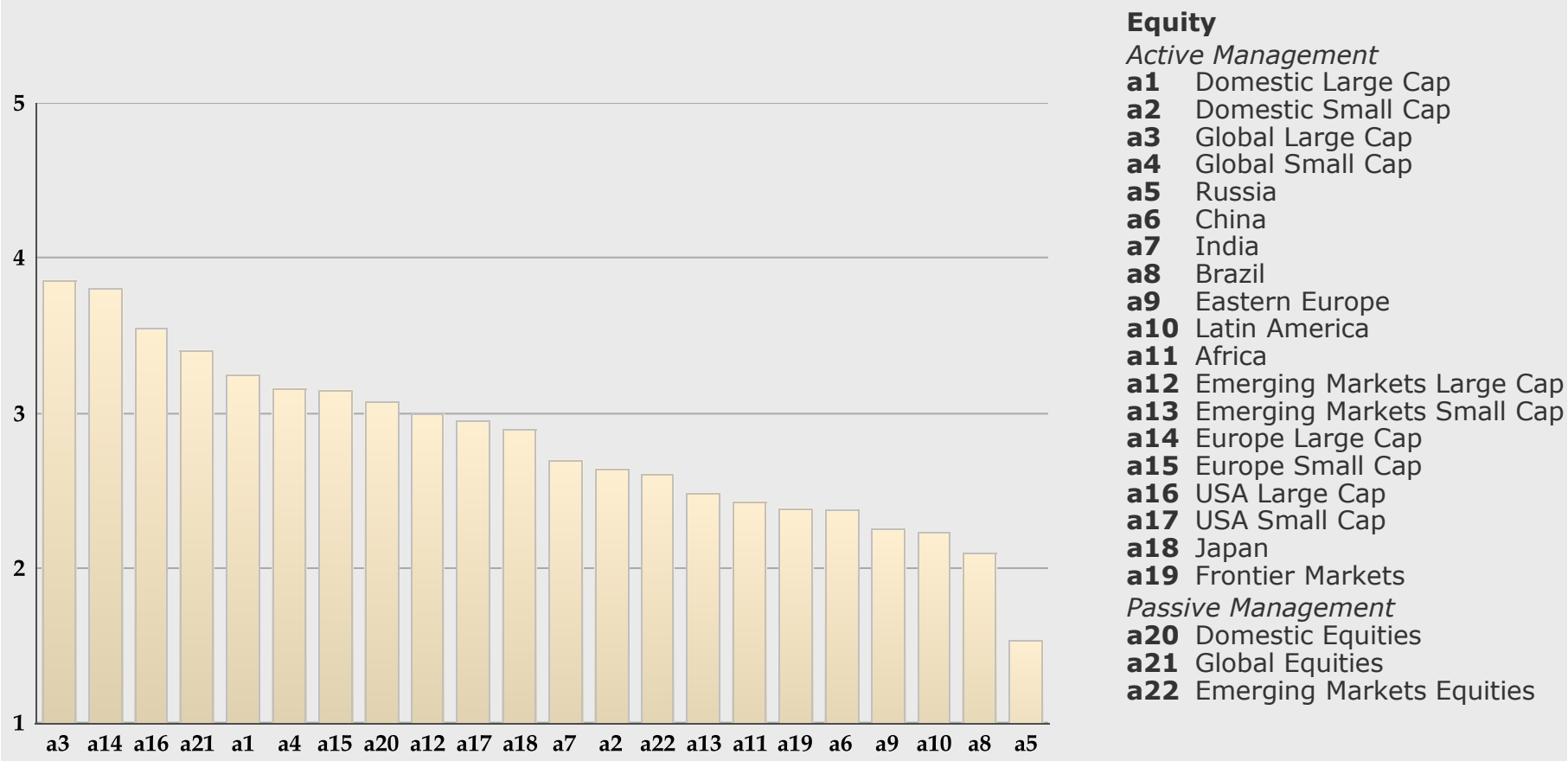
1	4,26	Nordea IM
2	4,04	DNB AM
3	4,03	Alfred Berg
*4	3,98	Danske Capital
*4	3,98	KLP



- Weighted average of criteria a-l (weighted with importance)

# Interest in Asset Classes & Products

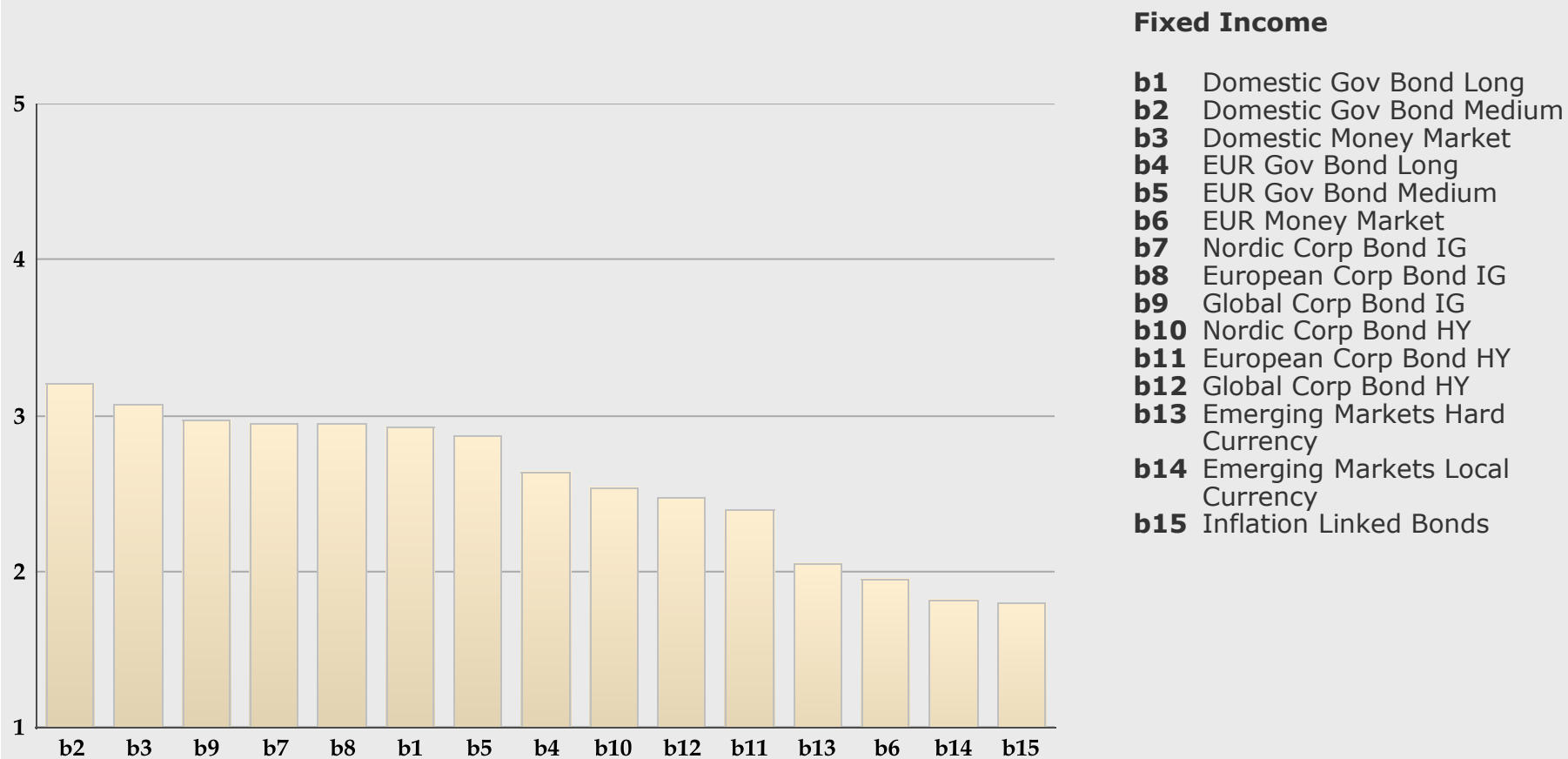
Interest in each asset class/product in columns





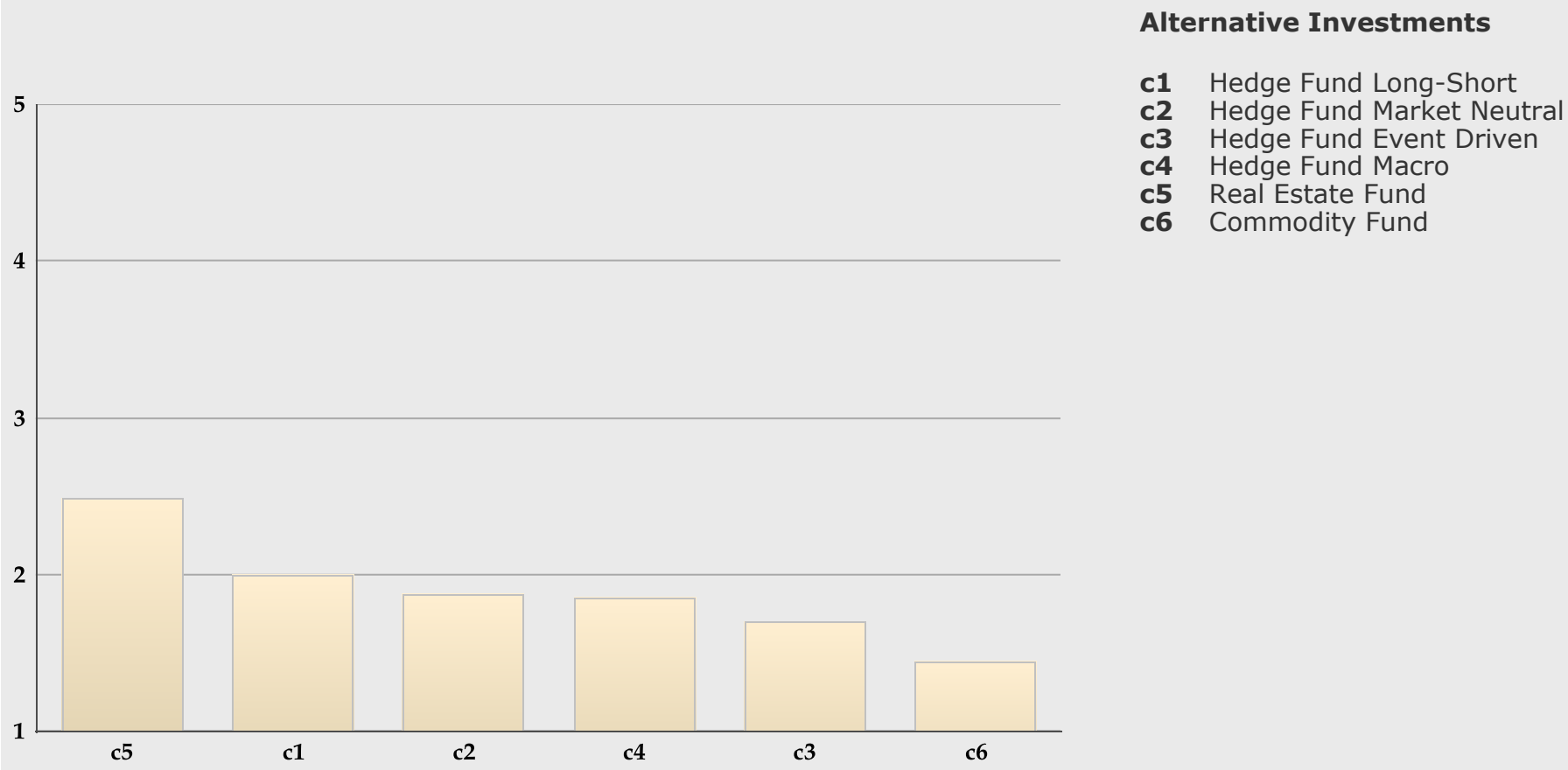
# Interest in Asset Classes & Products

Interest in each asset class/product in columns



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Interest in each asset class/product in columns



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