



PRESS RELEASE

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Carnegie has Sweden's best Private Banking business

In a comparison of Sweden's largest Private Banking businesses, Carnegie's services earned the highest rating in customer confidence. When customer service, information, structure, experience and offerings were weighed together by an anonymous testing committee from Swedish newspaper *Privata Affärer*, Carnegie received a number one ranking.

Privata Affärer conducted a survey in collaboration with market research company Sic Insight, in which a number of customers visited Sweden's largest Private Banking businesses on behalf of the newspaper. The survey was conducted between May and September this year, aimed at testing the ability of private banks to inspire customer confidence and lay the groundwork for a loyal customer relationship.

Every aspect of customer contact was analysed and rated, from the quality of service in the first telephone call and the competitiveness of products and services, to the efficiency of the customer and investment process. With a citation of "truly professional", Carnegie Private Banking received the highest total rating of the eight businesses included in the survey.

"The cooperation that takes place between our company's various in-house experts provides the basis for our quality – we have expertise in many areas, including family law, taxation and pensions. We also have our own team of investment strategists who meticulously track the markets. A good private advisor must be able to identify a customer's needs and transform them into the right solutions," says Thomas Eriksson, President of Carnegie.

The survey encompassed all major Swedish banks and four other businesses.

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