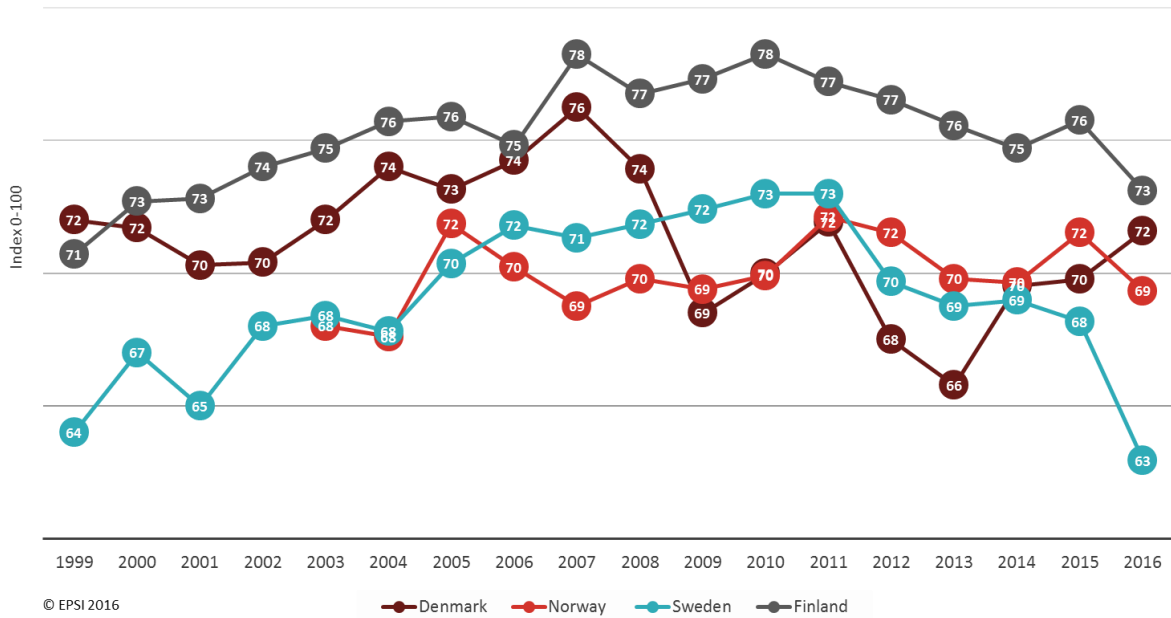


**EPSI Rating Group
Nordic Banking 2016**

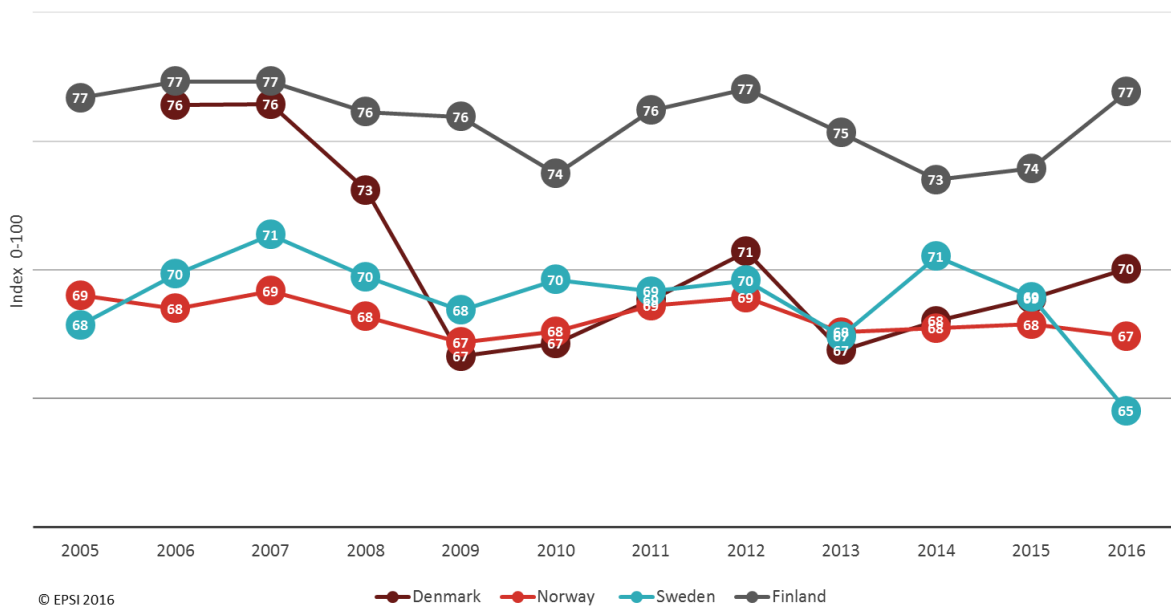
Datum: 2016-10-05

For further information, please contact our country representatives.

**Customer Satisfaction Bank B2C
EPSI Rating 1999 -2016**



**Customer Satisfaction Bank B2B
EPSI Rating 2005 - 2016**



A Pan Nordic Overview

The EPSI Rating Group has conducted market research in the European banking industry since 1999. We are now pleased to present the 2016 pan Nordic summary, covering both private and corporate banking. There are minor local differences in the way customers in the four Nordic countries evaluate their user experiences. Thus, the main findings can be summarized as follows:

- Nordic Retail banking (B2C) is losing ground, except in Denmark where Danske Bank is lifting the general index. The decline in Sweden is the largest in 20 years. Corporate banking (B2B) shows a similar pattern.
- Customers tend to promote local, personal providers with niched products and services. Closeness breeds customer satisfaction. Throughout the Nordics we notice a broad based lack of trust for big actors in the industry as a whole.
- The digitalization is here to stay. Nine of ten customers in the Nordics utilize digital platforms and services and a majority perceive this development as a positive thing.
- Relationships still matter. Customers with an assigned contact person are more satisfied than customers without a personal relation to their bank.

Trust and expectations

This year's survey reveals a complex reality. The Nordic banking industry has for long struggled with trust and image problems fuelled by negative publicity. In 2016 that perception is further enhanced. Previously high customer satisfaction could be created and strengthened through the meeting at the branch office. Personal closeness in time, place and values created strong customer relationships. But as the branches shirk main squares, city centres and street-levels customers experience that the personal meeting vanish. This has created room for image influences, outside the organizations control. But it is not the whole truth. This lack of confidence is also about customer promises not fulfilled. Local presence is promised, while service in the rural areas is dismantled.

Transparency and simplicity are highlighted in the market communication, while the customer experiences a lack of innovation and enhanced regulation (often called for by the regulatory authorities). Although there are local differences in the way customers in the four Nordic countries evaluate their user experiences the main findings can be summarized as follows: The actors (no matter size) who manage to build trust and be local, personal and available in the digital world will be the future winners.

The digital dilemma

The study reveals that never before have Nordic customers been so close to their banks. Banking services are available around the clock via digital platforms, of which nine out of ten banking customers use. And never before have the banks had the potential to be close to their customers, since customer data and transactions create opportunities to understand and meet different customer behaviours. But despite these conditions, Banks have never been perceived as distant as today.

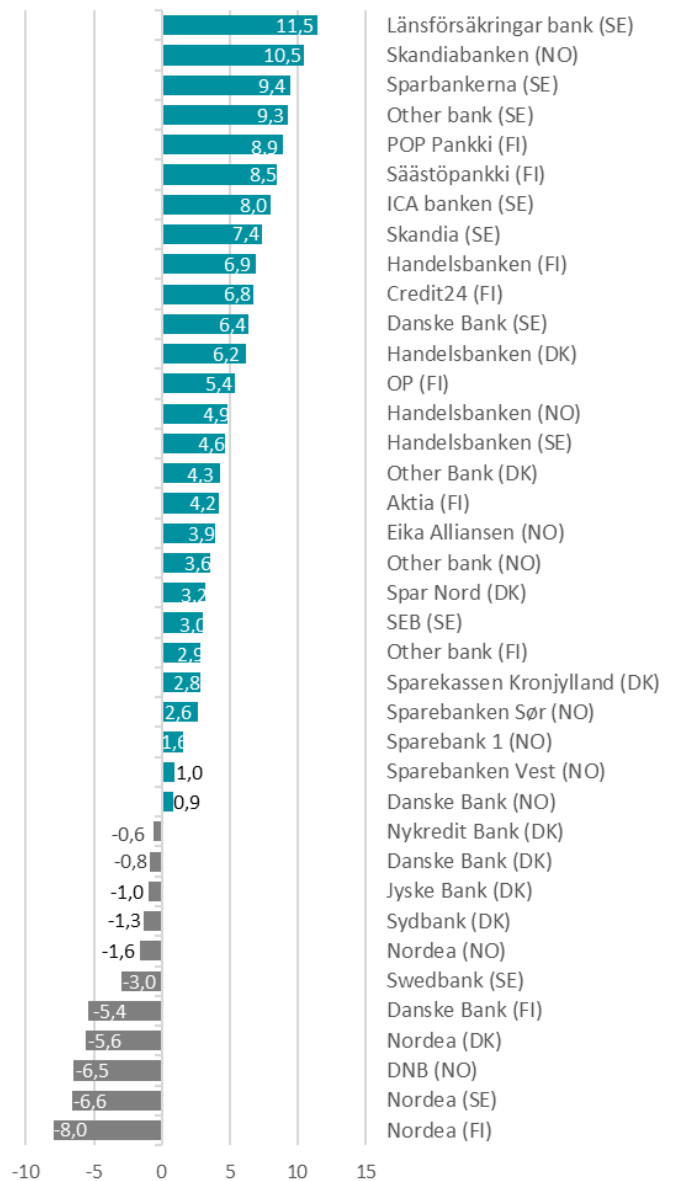
The gap widens primarily in the digital customer interface where the personal relationship seems to be lacking. A majority of Nordic customers still feel that a "live" contact is more personal and trustworthy, but miss that relationship online. This lack of digital trust hampers customers' decision making processes.

The small stand strong, the big one's struggle

The table to the right ranks the results per bank relative to the industry average per country. By presenting the results in this manner, we get an overview on how strong an individual bank's performance is, compared to the average of their home market. The table tells us that local, personal service quality has a big impact on customer satisfaction. Personal relationships matter (also in the digital world) and the actors who manage to build trust and provide local, personal and available services are the winners.

Over all, we see that larger banks tend to underperform relative to the competition in their home markets, and are mainly found in the lower end of the scale.

Bank B2C 2016 - Customer Satisfaction relative to the local industry average

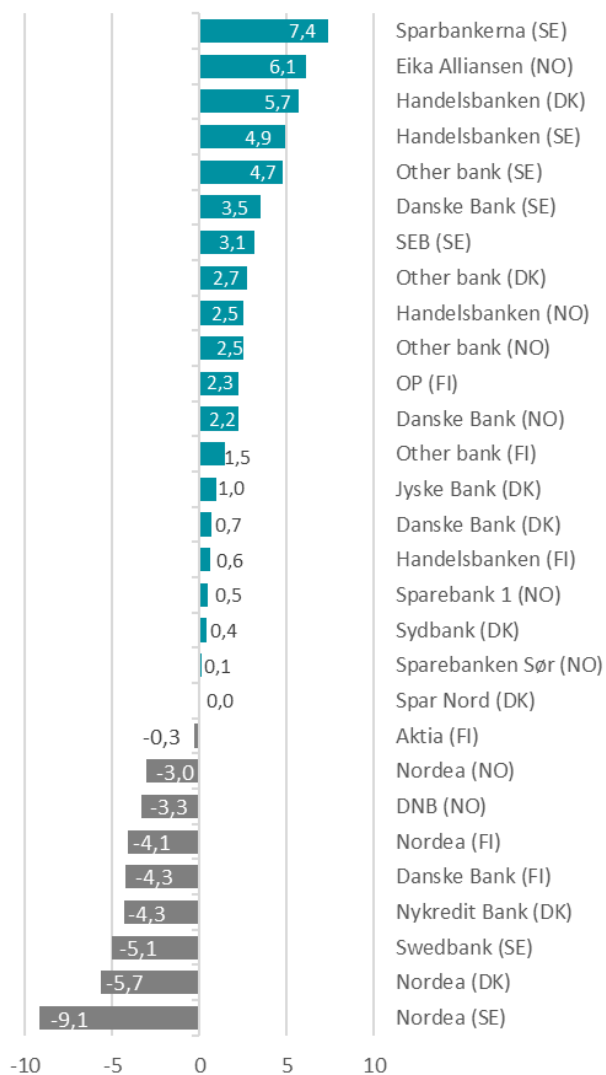


No major difference in corporate banking

The figure to the right presents the results per bank relative to the industry average in their market. If we, as we did for retail banking, make the assumption that the banking industry in the Nordic region is reasonably similar, we can level the industry averages and in that way better determine the performance of various Nordic banks covered in the EPSI study.

It is noticeable that the larger banks are generally doing better in this segment but Nordea is the big exception throughout the Nordics.

Bank B2B 2016 - Customer Satisfaction relative to the local industry average



DENMARK			
PERSONAL BANKING	SATISFACTION 2016	vs. 2015	
Handelsbanken	77,7	0,1	
Other bank	75,8	-1,4	
Spar Nord	74,8	-1,0	
Sparekassen Kronjylland	74,4	1,9	
Industry	71,6	1,8	
Nykredit Bank	71,0	1,4	
Danske Bank	70,7	5,6	
Jyske Bank	70,6	0,5	
Sydbank	70,3	-1,2	
Nordea	66,0	-2,9	

FINLAND			
PERSONAL BANKING	SATISFACTION 2016	vs. 2015	
POP Pankki	82,0	-0,4	
Säästöpankki	81,6	1,1	
Handelsbanken	80,1	-1,9	
Credit24	79,9	-	
OP	78,5	0,3	
Aktia	77,3	-2,5	
Other bank	76,0	-5,0	
Industry	73,1	-2,6	
Danske Bank	67,7	-3,0	
Nordea	65,1	-6,6	

NORWAY			
PERSONAL BANKING	SATISFACTION 2016	vs. 2015	
Skandiabanken	79,8	0,7	
Handelsbanken	74,2	-1,6	
Eika Alliansen	73,2	-3,3	
Other bank	72,9	-1,9	
Sparebanken Sør	72,0	-0,6	
Sparebank 1	70,9	-0,7	
Sparebanken Vest	70,3	0,4	
Danske Bank	70,2	-2,9	
Industry	69,3	-2,2	
Nordea	67,7	0,1	
DNB	62,9	-5,1	

SWEDEN			
PERSONAL BANKING	SATISFACTION 2016	vs. 2015	
Länsförsäkringar bank	74,4	-3,2	
Sparbankerna	72,4	-1,1	
Other bank	72,3	-1,1	
ICA banken	70,9	-1,8	
Skandia	70,3	-1,4	
Danske Bank	69,3	3,4	
Handelsbanken	67,6	-4,9	
SEB	66,0	-0,2	
Industry	62,9	-5,2	
Swedbank	60,0	-6,2	
Nordea	56,4	-8,9	

DENMARK			
CORPORATE BANKING	SATISFACTION 2016	vs. 2015	
Handelsbanken	75,7	3,5	
Other bank	72,8	1,2	
Jyske Bank	71,0	1,8	
Danske Bank	70,7	2,2	
Sydbank	70,4	-	
Industry	70,0	1,2	
Spar Nord	70,0	-	
Nykredit Bank	65,7	-0,4	
Nordea	64,4	-1,9	

FINLAND			
CORPORATE BANKING	SATISFACTION 2016	vs. 2015	
OP	79,2	4,7	
Other bank	78,4	-0,8	
Handelsbanken	77,5	1,1	
Industry	76,9	3,0	
Aktia	76,6	-	
Nordea	72,8	1,4	
Danske Bank	72,6	0,2	

NORWAY			
CORPORATE BANKING	SATISFACTION 2016	vs. 2015	
Eika Alliansen	73,5	1,1	
Handelsbanken	69,9	0,2	
Other bank	69,9	2,0	
Danske Bank	69,6	2,2	
Sparebank 1	67,9	0,4	
Sparebanken Sør	67,5	-3,0	
Industry	67,4	-0,5	
Nordea	64,4	-0,2	
DNB	64,1	-3,2	

SWEDEN			
CORPORATE BANKING	SATISFACTION 2016	vs. 2015	
Sparbankerna	71,9	0,5	
Handelsbanken	69,4	-4,7	
Other bank	69,3	3,5	
Danske Bank	68,0	-2,6	
SEB	67,6	-2,5	
Industry	64,5	-4,4	
Swedbank	59,5	-4,9	
Nordea	55,4	-9,5	

About the banking study 2016

EPSI Rating Group has for many years conducted customer satisfaction surveys in the banking industry. This year, EPSI has studied the banking sector in the Nordic region, United Kingdom and Holland.

EPSI Rating Group has performed 25.000 interviews in the Nordic region for the banking survey. The questionnaire contains 35 manifest questions and a number of background variables, as well as variables specifically introduced in order to be able to disaggregate results by "customer profiles". The manifest questions are based on a 1 – 10 scale where 1 means "not at all satisfied/does not agree" and 10 means "very satisfied/agree completely".

About EPSI Rating Group

EPSI Rating Group is an independent organisation that provides neutral performance assessments to a multitude of users. It is a trusted organisation within research and rating of non-financial performance indicators such as customer and employee satisfaction. Founded in 1999, EPSI Rating Group predominantly conduct research in Nordics, Baltics and Russia, but also have research activities in United Kingdom and Holland.

EPSI Rating Group provides reliable information for effectively managing stakeholder relationships on a regular basis. The methodology is scientifically proven and enables customer insights, rankings and benchmarks.

For more information about research and services, please contact your local EPSI Rating representative or visit www.epsi-rating.com.