

# Press Release

9 September 2009

## Swedbank appointed Business Bank of the Year 2009

Swedbank has been appointed Business Bank of the Year 2009 in the business magazine Affärsvärldens's Financial Barometer survey. Swedbank has earlier been appointed to Business Bank of the Year for 2003, 2004 and 2005.

- We are extremely pleased that customers have said we are doing a good job, offering good service at a good price. Besides being very proud of the award, it is also a sign that long-term customer relations provide results. It confirms our conviction that we are on the right track in our daily work to further strengthening customer relations, says Kjell Hedman, Head of Swedish Banking in Swedbank.

- Our ambition is to offer our customers the best range of financial services on the market to the best price and that is why it is very pleasant to see that our customers have given us the highest marks in these specific areas, says Michael Wolf, President and CEO in Swedbank. The up coming rights issue will enable us to further strengthen our ability to support our customers regardless of the future economic development.

The Financial Barometer, one of Sweden's largest independent surveys of the banking, financial services and insurance market, was conducted among financial managers and other key employees of over 2 370 companies and organizations in Sweden with more than 200 employees and/or SEK 250 million in revenues. The Financial Barometer 2009 was conducted as a survey on the internet from May to June 2009.

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