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November sales in Sweden SEK 901 million (832)¹

November sales

Sales rose 8%, to SEK 901 (832) million. Compared with October 2003, sales increased by 19%. Sales have increased successively every month since August.

Unit linked assurance

Sales of unit linked assurance have also increased successively since August. Compared with October 2003, sales were unchanged. However, compared with November 2002, sales decreased by 7%.

New sales of unit linked assurance increased by 4% compared with October 2003. Compared with November 2002, new sales decreased by 4%.

Sales through November

Sales decreased by 2%, to SEK 11,125 million (11,369). Of total sales, unit linked assurance accounted for SEK 7,841 million (8,581), mutual fund savings products for SEK 328 million (213), and direct sales of funds for SEK 2,517 million (2,341).

New sales of unit linked assurance decreased by 10%, which is unchanged compared with the period January–September 2003. Sales in the private market have decreased, while sales to corporate clients showed an increase. Corporate sales now account for nearly 80% of total new sales.

Skandia Liv

Sales for Skandia Liv in November amounted to SEK 1,037 million (1,035). Accumulated sales for the period January–November decreased by 6%, to SEK 11,335 million (12,019).

For further information, please contact:

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¹ All comparison figures pertain to the corresponding period a year earlier, unless otherwise indicated.