



**“sells Trygg-Hansa Non-life...
...and at the same time moves
into the Danish banking market”**

Different strategies for different areas



Agreement Package

- ❑ The selling of Trygg-Hansa Non-life
- ❑ Asset management agreement with Codan Group
- ❑ Custody services
- ❑ Acquisition of Codan Bank
- ❑ Acquisition of 49 per cent of Codan Link
- ❑ Block of shares, Amagerbanken
- ❑ Continued responsibility for the management of Trygg-Hansa's portfolio in Sweden
- ❑ Distribution agreements with Trygg-Hansa/Codan in Denmark and Sweden

SEB and Codan on the Danish Market

SEB

CODAN

Banking
products

Investment
mgmt

Mutual
funds

Unit-linked

Trad. life
insurance

Non-life
insurance

Internet
Call centres

Distribution
and other
commercial
agreements

500 brokers
43 branch offices
Call centres

SEB

Agreement

- ❑ Sale of Trygg-Hansa Sak SEK 4.3 billion
- ❑ Tax-free dividend SEK 2.7 billion
- ❑ Capital gain approx. SEK 0.5 billion
- ❑ Asset Management agreement approx. SEK 70 billion
- ❑ Acquisition of Codan Bank SEK 885 million
- ❑ Acquisition (49%) Codan Link SEK 30 million
- ❑ Block of shares: Amagerbanken SEK 94 million
- ❑ T-H asset management approx. SEK 12 billion

Reasons for Selling the Non-Life Business

- ❑ Focus on SEB´s core lines of business
- ❑ Better conditions with an owner who can run and develop the non-life business on a larger scale
- ❑ Continued distribution of non-life insurance products
- ❑ ... but no need to own the non-life company

Why Codan?

- ❑ Similar views and good co-operation
- ❑ Good owner with the strength required to develop the non-life business
- ❑ Good alliance partner
- ❑ Possibility to retain the Trygg-Hansa trademark for Life-products
- ❑ Possibility to jointly develop combination products
- ❑ Distribution agreements in Denmark and Sweden
- ❑ Good platform for further development of Danish business

Value of the divestiture

Purchase sum	SEK 4.3 billion
Tax-free dividend in May	SEK 2.7 billion
Equity divested approximately	SEK 2.6 - 2.8 billion
Goodwill, net reduction	
	approximately SEK 0.5 billion
Capital gain approximately	SEK 0.5 billion

Focus: Asset Management

Asset Management, Private Banking and Mutual Funds

Growth through:

- ❑ Stenghtened investment competence
- ❑ New markets and products
- ❑ Several channels of distribution
 - Internet
 - Call centres
 - Affiliated companies
 - Other channels
- ❑ Northern Europe:
 - Organic growth
 - Green field operation
 - Acquisition of medium-sized asset mangers

Position in Denmark

- ❑ 4th largest asset manager
- ❑ Only global investment organisation that copes with:
 - all Danish securities
 - complex Danish tax legislation

Unique prerequisites for dealing with the needs of clients:

- accelerating globalisation
- increasing demands on the investment organisation

Asset Management

- ❑ Codan Group, Codan Bank, Holmia - approximately SEK 70 billion
- ❑ Trygg-Hansa portfolio - approximately SEK 12 billion
- ❑ One of the leading asset managers in Denmark
- ❑ Continued expansion within Private Banking

Codan Bank - A Platform for Internet Banking

- ❑ Danish competition: Several on-line banks
- few on-line brokers
- ❑ Market potential: 33 % Internet penetration,
24 % direct household equity ownership
- ❑ SEB focus: Investment services

Codan Bank

- ❑ No branch offices - extensive telephone services, certain PC services
- ❑ Main areas and organisation
 - Private clients
 - BankPrivat (private banking) and life/pension
 - Asset management
 - Portfolio- and fund management
 - Trading
 - Securities, currencies, and analysis
- ❑ 135 employees
- ❑ 17,000 clients
- ❑ Total assets approximately DKK 8.4 billion

Codan Bank - Key Facts (DKK M)

Profile	Key figures	1998A	
135 employees	Total assets	7.110	
Main business lines:	Customer loans	874	
<input type="checkbox"/> <i>Asset management</i>	Customer deposits	2.732	
<input type="checkbox"/> <i>Securities trading</i>	Equity	751	
<input type="checkbox"/> <i>Private banking</i>	Net interest income	108	
services (retail and institutional clients)	Total income	167	
<input type="checkbox"/> Mutual funds	Net profit (pre-tax)	66	
	ROE	7%	

Private clients

- ❑ 260,000 clients
- ❑ 35 % of private payments
- ❑ 20 % of equity trading

Corporate clients

- ❑ 18,000 companies
- ❑ Trading Station
- ❑ Internet for small companies
- ❑ Trade Finance
- ❑ Forecast

Development

- ❑ Self Trade - Internet broker service in France (25% part-ownership)
- ❑ New services for private clients
- ❑ E-Giro
- ❑ Marketing aimed at private clients/ individualised services
- ❑ E-Commerce
- ❑ Expansion on new markets



Joint Venture Codan and SEB Trygg Liv - Business Reasons

- ❑ Codan Link: SEB Trygg Liv 49 %, Codan 51 %
- ❑ Expected growth on the Danish unit-linked market
- ❑ As one of Denmark´s leading life companies, Codan sees great potential in broadening its product range with unit-linked products
- ❑ As one of the Nordic region´s leading unit-linked companies, SEB Trygg Liv sees the corresponding potential
- ❑ Codan´s customer base, competence, and position combined with SEB Trygg Liv´s competence and unit-linked product experience - substantial mutual advantages

15.8 per cent of Amagerbanken

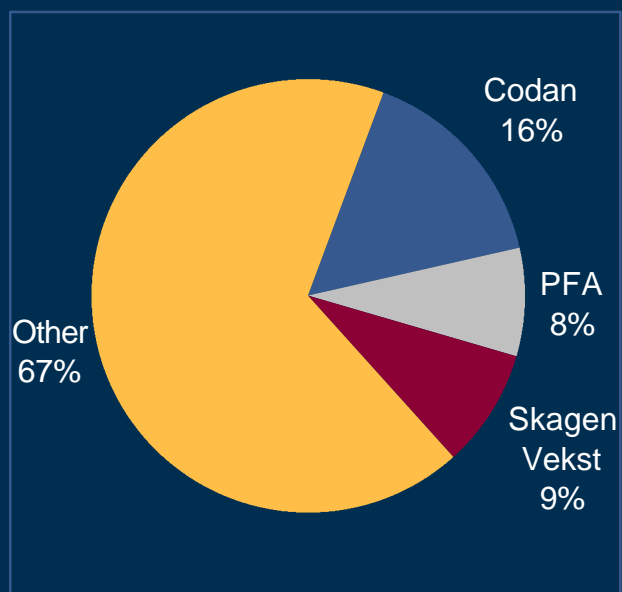
- ❑ Financial investment and a presence within Denmark's strongest growth area

Amagerbanken

- ❑ Established in 1903
- ❑ Local-market focus (Greater Copenhagen), with branch offices in Odense (1988) and Århus (1988)
- ❑ 1/3 private clients, 2/3 corporate clients
- ❑ Traditional banking activities, asset management, currency trading, financing, company leasing
- ❑ 460 employees
- ❑ Around 100,000 clients
- ❑ Total assets DKK 10.4 billion

Amagerbanken - Key Facts (DKK M)

% Capital (4/3/98)



Key figures 1998A

Total assets	8,834
Customer loans	6,372
Customer deposits	6,034
Equity	728
Net profit	71
ROE	9.8%

Market cap. ¹⁾	491
PER	6.9x
P/BV	0.7x

1) Share price DKK 251 (April 23, 1999). Equivalent to SEK 587 M calculated at 1.20 SEK/DKK.

Summary of SEB´s Danish Venture

- ❑ Strategic investment
- ❑ One of the leading asset managers in Denmark - asset management is growing
- ❑ Custody services
- ❑ Infrastructure for expansion within private banking
- ❑ Expected growth on Danish unit-linked market
- ❑ Internet-banking venture

Expansion in Northern Europe

	Staff	Business activities	Market shares	
Denmark	230	Cards, Asset Management,	Equities	7.0 %
		Merchant Banking, Enskilda Securities,	Cards	20.0 %
		SEB Trygg Liv, Securities Services,	Bonds	11.0 %
		SEB Finans		
Finland	290	Cards, Asset Management, SEB Trygg Liv,	Equities	8.0 %
		Securities Services, Merchant Banking,	Cards	55.0 %
		Enskilda Securities	Mutual funds	14.0 %
Norway	236	Cards, car financing, Asset Management,	Equities	3.4 %
		SEB Trygg Liv, Merchant Banking,	Cards	28.0 %
		Enskilda Securities, Securities Services		
Baltic Region	3,700	Eesti Ühispank (35 %), Latvijas Unibanka (44 %), Vilniaus Banka (42 %)		



**“The leading provider of financial services in
northern Europe”**