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Corporate Communications
S-103 50 Stockholm, Sweden
Telephone +46-8-788 25 00
Telefax +46-8-788 23 80
www.skandia.se

Office:
Sveavägen 44

Skandia tops yet another ranking

In a new survey just released by Brand Finance plc in the UK, Skandia has received the highest distinction as the financially strongest brand in Europe, with top marks for the quality of its information to analysts and investors. The survey was based on interviews with 292 analysts and 47 investor relations executives in London, as well as on a review of the accounts of the FTSE 350 companies.

The global savings and life assurance company Skandia received the highest score across all 11 criteria measured in the Brand Finance Report. Among other things, Skandia was rated highest for being focused on shareholder value. Other criteria in the ranking included clear and informative analyst presentations, the annual report, information about markets and customers, a sustainable accounting policy, and the CEO's and CFO's ability to communicate future strategies.

Second to Skandia was WPP (international telecom network), followed by Securitas (security), Nokia (mobile telephony and IT), and Freeserve (IT service). The highest-ranking insurance company after Skandia was AXA, placing 28th. A total of 212 companies qualified for inclusion on the list. However, 78 per cent of the analysts and 72 per cent of the IR executives felt that the companies should inform more about their brand values.

Lars-Eric Petersson, president and CEO of Skandia, comments:

"It is very gratifying to be celebrated in this context. The Brand Finance distinction gives us incentive in our efforts to be even better."

This is the fourth year that the brand value reporting survey has been conducted, and the first year that Skandia has been included on the ranking list. In 1999 the list was topped by the food conglomerate Cadbury Schweppes, which fell to 49th place in this year's survey.

For further information, please contact:

Birgitta Hammarström, Press Manager, Skandia, tel. +46-8-788 27 55,
+46-70-378 27 55

Harry Vos, Head of Investor Relations, Skandia, tel. +46-8-788 36 43