

“Focus on advice, higher process efficiency and improvements to customer offerings.”

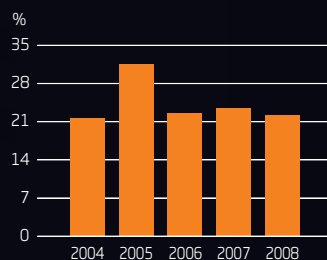


Swedish Banking, Swedbank's largest business area, has a leading position in the Swedish market. A wide range of products and services are offered to private individuals, companies, organizations and municipalities. Swedbank is the market leader in a number of segments, including mortgage loans, household savings, mutual funds, cards and payments. The retail network comprises 419 branches. Through co-operation agreements with the savings banks and partly owned banks, customers have access to the bank's services through an additional 261 branches.

Against the backdrop of the uncertainty in the financial market in 2008, advisory services for private and corporate customers were intensified. The fact that Swedbank in autumn 2008 gained market share in mutual fund savings is attributable in large part to improvements to the advisory process. The mortgage market slowed during the second half of 2008. This was also an area marked by closer customer contacts and increased advisory services.

A number of areas are of particular interest going forward. For private customers, we have several product areas that are fairly noncyclical, such as property insurance, pension solutions and cards. In private banking and investment advice, cyclicity is higher, but they remain priorities.

Return on allocated equity



Profit for the year

