

Following in the Footsteps of the Hanseatic League

theScreener Goes North



Stockholm's sophisticated financial infrastructure makes it the financial center of Scandinavia. The 'Venice of the North' based OMX Nordic Exchange, part of the Nasdaq OMX Group Inc., is the main access to the Nordic and Baltic financial markets. It owns and operates the stock exchanges in Stockholm, Helsinki, Copenhagen, Tallinn, Riga and Vilnius, which together represent 80 per cent of the Nordic and Baltic market.

Over the last ten years the financial sector grew steadily in this region. Established companies expanded their activities, and new participants discovered this market.

The trend of taking investment decisions into one's own hands is widespread in the Nordic markets. It should come as no surprise that Sweden – where a small part of the mandatory pension fund can be managed personally – is the world leader in the daily use of sophisticated online banking services. About 70,000 individual shareholders have joined the Swedish Shareholders' Association which is an independent organisation working in the interests of private individuals who invest in stocks, mutual funds and other stocks related securities. www.aktiespararna.se

This association even operates its very own discount brokerage (Aktieninvest)!

It looks as if theScreener's services, and its 'empowering investors' motto, were made for the advanced North, with its high-end do-it-yourself Internet investors and their market potential for decision support Internet content.

The investors' desire to internationally diversify his or her investments makes globally consistent evaluations the key differentiator. In Private Banking the advisory role is becoming more demanding, and compliance, increasingly complex. Here, the private banker can count on theScreener's consistent and up-to date research reports and ratings, a service that clients have come to appreciate and to honor with loyalty.



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