

Bank's strategy features on Russian market

Main strategy

- Acquiring part of the shares in the company
- Increase the ownership over the years

Russian market

- Foundation of IMB
- Foundation with a cooperation with other international players
- Strategy for growth after the disposal of shares in IMB

Recommendation

- Expanding Nordea's presence in the Russian market
- Positioning using its high long term issuer default rating
- Concentration on business and corporate segment
- Concentration on local market (St. Petersburg, Moscow)

Key steps for retaining position and expanding operations.

- Made a market research to find a new aim for acquisition
- Acquire a share in a new bank
- Just expand the share and repeat a step with rename a bank in Nordea
- Start a marketing campaign taking recommendation into account