

10 October 2001

Corporate Communications  
S-103 50 Stockholm, Sweden  
Telephone +46-8-788 10 00  
Telefax +46-8-788 23 80  
www.skandia.se

Office:  
Sveavägen 44

## September sales SEK 8.4 billion<sup>1)</sup>

### *Sales in September*

Sales amounted to SEK 8.4 billion, compared with SEK 9.7 billion in August 2001. Since the stock markets in the USA were closed for nearly a week in September, no trading could be conducted in funds containing American stocks, which affected sales negatively in most of our markets.

### *New sales of unit linked assurance through September*

New sales of unit linked assurance decreased by 19 per cent compared with the same period a year ago. New sales outside the USA increased by 2 per cent, due to a higher portion of unit linked assurance business with annual premium.

### *Sales through September*

Skandia's sales through September amounted to SEK 106.9 billion (157.9). Sales are reported exclusive of paid-in premiums to Skandia Liv, totalling SEK 10.9 billion (9.1), and discretionary management inflows for Skandia Asset Management.

Of total sales, SEK 71.8 billion (108.8) pertain to unit linked assurance, SEK 27.9 billion (43.5) to mutual fund savings products<sup>2)</sup>, and SEK 6.0 billion (4.7) to direct sales of funds.

### *USA*

In the USA, sales of variable annuities through September totalled USD 3.0 billion (6.9), and sales of mutual funds totalled USD 1.7 billion (3.3).

### *Other markets*

In the UK, sales totalled GBP 2.1 billion (3.0). In Sweden, SkandiaLink's sales amounted to SEK 8.1 billion (8.1). Sales in New Markets totalled SEK 12.5 billion (12.5).

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<sup>1</sup> All comparison figures pertain to the corresponding period a year earlier, unless otherwise indicated.

<sup>2</sup> Includes SEK 1.0 billion (0.7) in discretionary management in Spain.

Recalculated to average exchange rates, sales from January through September were favourably affected by currency movements in the amount of SEK 10.3 billion.

In order to achieve accurate recognition of income and expenses, Skandia has been using the embedded value method since 1989 for business control as well as for external reporting according to the group overview.

Skandia's result measurement is described in the 2000 Annual Report, which also includes a sensitivity analysis describing the impact of various factors on the result. Since contracts in force span long periods of time, sharp swings in the financial markets during a short period of time have a major impact on the present value of future profits. The sensitivity analysis presented in the half-year interim report shows that a one per cent increase or decrease in the stock market affects the result by +/- SEK 213 million, respectively. In advance of the interim report, Skandia will publish on 18 October 2001 the development of the indexes that are relevant for Skandia through the third quarter 2001.

The interim report for the third quarter will be released on 1 November 2001.

For further information, please contact:  
Harry Vos, Head of Investor Relations, tel. +46-8-788 3643

## **Definitions of sales**

### ***Sales***

Sales pertain to paid-in premiums and deposits in funds from Skandia's customers.

### ***New sales***

New sales pertain to single and regular premiums from unit linked contracts entered into in 2001, recalculated to full-year figures. According to industry practice, new sales are defined as regular premiums recalculated to full-year figures plus 1/10 of single premiums during the period.

**Appendix: Sales per month and exchange rates in 2001 and 2000**

Sales per month (SEK billion)	Insurance and mutual funds	Direct sales of funds	Total
<b>2001</b>			
January	12.3	0.7	<b>13.0</b>
February	11.6	0.4	<b>12.0</b>
March	13.3	0.4	<b>13.7</b>
April	12.2	0.9	<b>13.1</b>
May	12.0	1.0	<b>13.0</b>
June	11.5	1.5	<b>13.0</b>
July	10.4	0.6	<b>11.0</b>
August	9.5	0.2	<b>9.7</b>
September	8.1	0.3	<b>8.4</b>
<b>Total</b>	<b>100.9</b>	<b>6.0</b>	<b>106.9</b>

Sales per month (SEK billion)	Insurance and mutual funds	Direct sales of funds	Total
<b>2000</b>			
January	16.7	0.7	<b>17.4</b>
February	18.7	0.4	<b>19.1</b>
March	23.9	0.6	<b>24.5</b>
April	18.5	0.5	<b>19.0</b>
May	17.4	0.4	<b>17.8</b>
June	15.3	0.4	<b>15.7</b>
July	14.1	0.5	<b>14.6</b>
August	14.6	0.6	<b>15.2</b>
September	14.0	0.6	<b>14.6</b>
<b>Subtotal</b>	<b>153.2</b>	<b>4.7</b>	<b>157.9</b>
October	15.5	1.5	<b>17.0</b>
November	14.9	1.6	<b>16.5</b>
December	14.0	1.5	<b>15.5</b>
<b>Total</b>	<b>197.6</b>	<b>9.3</b>	<b>206.9</b>

Exchange rates		2001 30 Sept.	2001 31 Aug.	2001 30 June	2000 31 Dec.	2000 30 Sept.	2000 31 Aug.	2000 30 June
<b>SEK</b>								
<b>EUR</b>	Closing rate	9.72	9.49	9.22	8.86	8.52	8.43	8.41
<b>EUR</b>	Average rate	9.22	9.16	9.08	8.45	8.39	8.39	8.39
<b>GBP</b>	Closing rate	15.68	15.16	15.31	14.22	14.16	13.73	13.38
<b>GBP</b>	Average rate	14.91	14.81	14.69	13.86	13.71	13.69	13.70
<b>USD</b>	Closing rate	10.67	10.45	10.89	9.54	9.68	9.44	8.81
<b>USD</b>	Average rate	10.37	10.33	10.26	9.17	8.92	8.87	8.73
<b>JPY</b>	Closing rate	0.090	0.088	0.087	0.083	0.090	0.089	0.083
<b>JPY</b>	Average rate	0.086	0.085	0.085	0.085	0.083	0.082	0.082