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PRESS RELEASE

SEB celebrates first anniversary of innovative trade finance community website - The Benche

SEB, the leading North European financial group, today announced the first anniversary of [The Benche](#), its market leading free information and networking service for members of the international trade finance community.

The Benche is a non-biased and reliable platform, supporting the transfer of information and experience through open discussion and networking between members. Launched in November 2008, the unique community now consists of more than 2,500 registered trade finance professionals and the website attracts over 10,000 hits every month.

The site has been visited by experts from 192 countries since its inception, with Sweden, the US, the UK and Lithuania, Germany and India providing the highest numbers of site visitors. The most popular areas of the site are the discussion forums and "Daily Trade News", which keep the community updated about recent developments in the trade finance space.

Håkan Aldrin, responsible for The Benche at SEB said: "The Benche has now been established as an essential source of information for the industry. Within its first year we've seen tremendous interest and growth on the platform which now attracts thousands of experts to discuss the latest trends in the market. Having developed The Benche into the leading Internet platform for trade finance professionals worldwide, we're constantly adding new content and are developing our services for members, and look forward to an even more successful and exciting second year in 2010."

More information about The Benche can be found here:

<https://www.thebenche.com/press/>

SEB is a North European financial group serving some 400,000 corporate customers and institutions and five million private individuals. SEB offers universal banking services in Sweden, Germany and the Baltic countries - Estonia, Latvia and Lithuania. It also has local presence in the other Nordic countries, Ukraine and Russia and a global presence through its international network in major financial centres. On 30 September 2009, the Group's total assets amounted to SEK 2,233bn (~EUR 219bn) while its assets under management totalled SEK 1,295bn (~EUR 127bn). The Group has about 20,000 employees. Read more about SEB at www.sebgroup.com.

For further information, please contact:

Håkan Aldrin, Responsible for The Benche at SEB, +46 70-763 83 46
Elisabeth Lennhede, Press & PR, tel. +46 70 763 99 16, Elisabeth.lennhede@seb.se