

Canadian Institutions Seek Advice and Support, RMs Up Their Game

2016 Greenwich Leaders: Canadian Institutional Investment Management Service

Q1 2017

Baillie Gifford, Phillips, Hager & North Investment Management and PIMCO are the 2016 Greenwich Quality LeadersSM in Canadian Institutional Investment Management Service. These firms have distinguished themselves by building strong relationships based on a deep understanding of institutions' circumstances and needs.

"Institutional investors are looking to their asset managers for advice and support," says Greenwich Associates Managing Director Davis Walmsley. "The 2016 Quality Leaders established trusted advisor relationships with their clients within a specific asset class or at the portfolio level."

Delivering this type of client service is a complex undertaking involving many moving parts. The Greenwich Quality Index assesses factors ranging from the quality of reporting, formal investment reviews, informal meetings and thought leadership materials, to a manager's ability to understand client needs and credibility with the investment committee.

Greenwich Quality Leaders — 2016



Greenwich Associates
Managing Director Davis
Walmsley advises on the
investment management
market in Canada.

Overall Canadian Institutional Investment Management Service Quality

Investment Manager

Baillie Gifford
Phillips, Hager & North Investment Management
PIMCO

Note: Based on interviews with 214 institutional investors. Quality leaders are listed in alphabetical order.

Source: Greenwich Associates 2016 Canadian Institutional Investors Study

METHODOLOGY

Between July and October 2016, Greenwich Associates conducted 214 interviews with senior professionals at the largest tax-exempt funds in Canada, including corporate funds, Canadian subsidiaries of U.S. corporate funds, public sector and provincial funds, endowments, and foundations. Study participants were asked to provide quantitative and qualitative evaluations of their asset managers, including qualitative assessments of those firms soliciting their business and detailed information on important market trends.

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