

Investment Performance No Longer Enough to Capture Retail Assets

2019 Greenwich Leaders: Asian and European Intermediary Distribution

September 24, 2019

Executive Summary:



To win assets from individual investors in today's crowded market, asset managers must offer more than just strong investment performance.

Banks, financial advisors, insurers, and other companies that distribute retail investment funds say managers on their platforms need to deliver something that makes them stand out from the crowd.

Their ability to deliver that extra something sets the 2019 Greenwich Quality LeadersSM in Asian and European Intermediary Distribution apart from their asset management rivals.

Greenwich Quality Leaders — 2019



Overall Asian Intermediary Distribution Quality

Investment Manager

AllianceBernstein
J.P. Morgan Asset Management
PIMCO

Overall European Intermediary Distribution Quality

Investment Manager

Allianz Global Investors

Note: Based on interviews with 157 gatekeepers in Asia and 236 gatekeepers in Europe.
Source: Greenwich Associates 2019 Asian and European Intermediary Distribution Studies

Methodology:

Between February and April 2019, Greenwich Associates conducted 157 interviews with some of the largest fund distributors in Asia and 236 with fund distributors in Europe. Senior gatekeepers were asked to provide detailed information on their business priorities, quantitative and qualitative evaluations of their investment managers, and qualitative assessments of those managers soliciting their business. Countries and regions

where interviews were conducted in Asia include Hong Kong, Macau, Singapore, South Korea, Taiwan, Malaysia, and Thailand. In Europe, interviews were conducted in Austria, Benelux, France, Germany, Greece, Iberia, Ireland, Italy, Monaco, Nordics, Switzerland, and the United Kingdom.



The data reported in this document reflect solely the views reported to Greenwich Associates by the research participants. Interviewees may be asked about their use of and demand for financial products and services and about investment practices in relevant financial markets. Greenwich Associates compiles the data received, conducts statistical analysis and reviews for presentation purposes in order to produce the final results. Unless otherwise indicated, any opinions or market observations made are strictly our own.

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