Crisil
Coalition
Greenwich

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 Leaders℠ in Asian and European Intermediary Distribution apart from their asset management rivals.

Greenwich Quality Leaders — 2019

Greenwich Quality Leader 2019

Overall Asian Intermediary Distribution Quality	Overall European Intermediary Distribution Quality
Investment Manager	Investment Manager
AllianceBernstein	Allianz Global Investors
J.P. Morgan Asset Management	
PIMCO	

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.



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