

# How Fund Companies Secure Spots on Asian Retail Distribution Platforms

September 17, 2024

Executive Summary:



About **75%** of fund distributors expect to see increased inflows from their retail investors into international/global and U.S. equities in the next 12 months

In an increasingly crowded marketplace, asset managers in Asia are constantly in search of creative ways to win the attention of fund distributors and secure placement on their platforms. For many fund providers, that challenge could become even more difficult if recent market volatility persists.

## Methodology:

Between March and June 2024, Coalition Greenwich conducted 165 interviews with some of the largest fund distributors in Asia. 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.

Our suite of analytics and insights encompass all key performance metrics and drivers: market share, revenue performance, client relationship share and quality, operational excellence, return on equity, behavioral drivers, and industry evolution.

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