2015 European Equity Investors - Asian Equities

June 15, 2015

Executive Summary:

This report provides detailed information from European-based investors investing in Asian Equities, including helpful benchmark data such as:

- Annual equity commissions
- Commission allocation for research & advisory and sales trading services
- Commission allocation for specific research & advisory services
- Commission rates for single-stock agency trades by region

Graphic slides include:

- Projected Asian Cash Equity Commissions – According to Traders & PMs
- Proportion of Assets Held by Greenwich Associates Priorities
- Allocation of Portfolio, by Country
- High-Touch vs. Electronic Mix of Asian Equity Trading Volume
- Asian Equity Commission Spend for Research-Advisory vs. Execution
- Proportion of Asian Equity Research-Advisory Allocation for Specific Research, Sales & Corporate Access Services
- Preferred Sales Coverage Model for Asian Equities
- Number of Brokers Used for Asian Equity Research-Advisory Services
- Number of Brokers Used for Asian Equity Trading
- Use of Asian Equity Commission Management Programs
- Use of Asian Equity Portfolio Trading
- Use of Asian Equity Electronic Trading
- Use of Asian Equity Algorithmic or Smart-Order Routing Trades
- Use of Asian Equity Crossing Networks

Methodology:

Between March and May, 2015, Greenwich Associates interviewed 55 fund managers in Asian equities and 40 traders from dealing desks investing in international equities. The data in this report is based upon aggregated results from individuals participating in the study.

Interview topics included trading and research activities and preferences, product and broker use, service provider evaluations, market trend analysis, and investor compensation.

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greenwich.com ContactUs@greenwich.com Ph +1203.625.5038