

International & Global Industry Trends in Institutional Markets

November 4, 2016

Executive Summary:

This presentation from the annual Competitive Challenges Conference highlights global allocation shifts, use of investment consultants, and other trends regarding institutional preferences and needs. Here are the key takeaways:

- Customize an approach — Address institutional investors' globally consistent issues while appreciating that differences in organizational structures, regulations, etc. drive how investors respond and what they want from asset managers.
- Evolve to survive — Adapt European offerings and distribution models to align with the increased demand for specialty capabilities at the expense of core asset classes, some of which face extinction.
- Prepare, but be patient — Focus distribution efforts on select asset pools and refine service offerings in preparation for increased outsourcing which may take time to materialize.



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