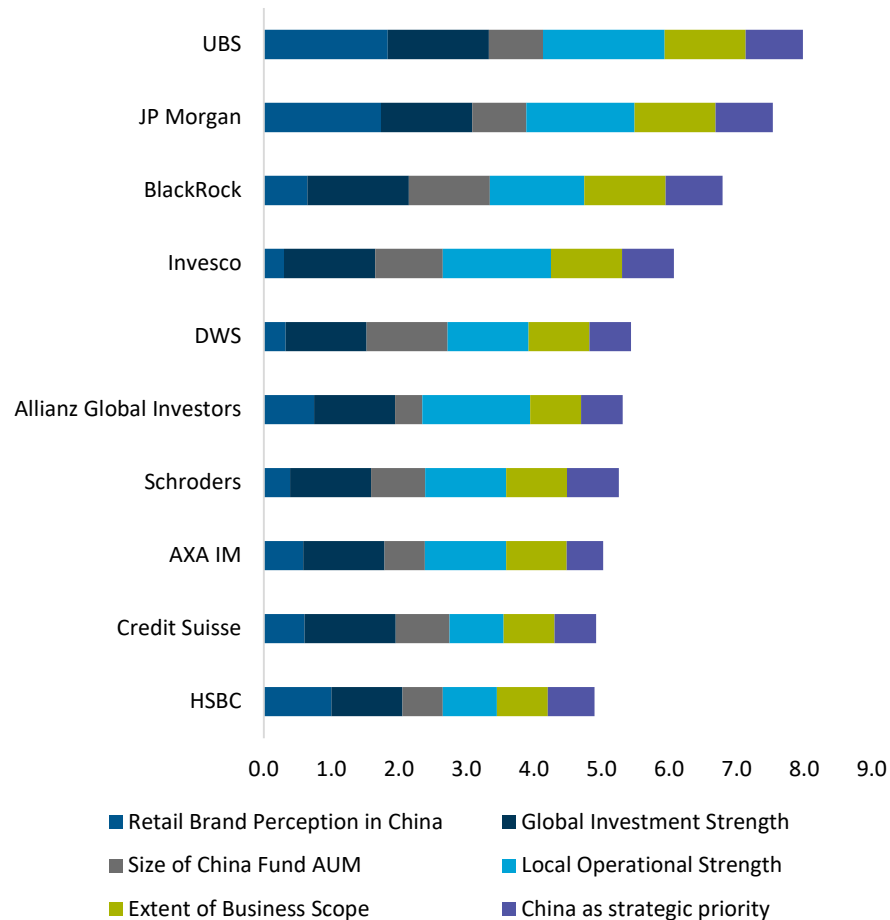


INSIGHT OF THE WEEK

It takes more than just size to succeed in China

CHINA POWER RANKING– TOP 10 GLOBAL MANAGERS

UBS, JPM and BlackRock top the ranking, each with different business profiles and focus



Source: Broadridge GMI – Funds, Broadridge China Key Drivers of Success

Note: Detailed breakdown of the 60 global managers is available in an excel format

Broadridge Insights

Retail brand perception and local commitment key

1. Leaders score well across all six criteria

Those managers with the highest scores generally boast good brand recognition among retail investors, and are equipped with a full set of licenses and quotas.

2. Success doesn't come overnight

A strong local presence and long-term commitment are important, as demonstrated by recent regulatory developments. Those managers who have planned in advance are able to react swiftly to the lifting of foreign ownership caps for fund management companies one year earlier than planned.

3. Incorporate regulatory risks into the decision-making process

With over 10 market entry options – each with different investment horizons, access to opportunities and demand on resources, leaders pursue multiple options to strike a balance between control and growth.

4. Successful leaders come in all shapes and sizes

UBS might focus on building public and private fund business with the joint venture and its wholly owned private fund manager, while JP Morgan is poised to become the first foreign firm to own a majority-controlled Chinese fund JV.

Insights from our inaugural China Key Drivers of Success

Data and insights to help unlock Chinese opportunities

Our customized insights and benchmarking service helps you:

- Size the Chinese asset management landscape
- Hear the voice of end investors
- Learn what drives fund buyers' selection criteria
- Benchmark against industry peers



For more information about our data or insights on this topic please contact yoong.ng@broadridge.com

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