

Money in Motion



Broadridge helps institutional asset managers harness the power of big data to navigate a complex marketplace, uncover new opportunities and make confident decisions for their business.

WHAT IT IS

- Money in Motion provides asset managers with actionable insight into the market through detailed, customized asset, flow and revenue data.
- Broadridge's collective intelligence methodology produces accurate, complete information that can be analyzed by channel for a true picture of market share and share of flows.

HOW IT WORKS

An eight-part service with two core elements:

1. Money in Motion Online: Series of interactive digital dashboards that help you measure institutional asset flow, identify and size opportunities, and analyze intermediaries.
2. Money in Motion Benchmarking: Benchmarking report that ranks your business and tracks changes in your market share and share of flow across region, product and client group.

\$19 trillion
Institutional Flow

>500,000
Institutional Agreements

100,000
Investment Products

100,000
Segregated Accounts

>100
Clients

70%
Market Coverage

MONEY IN MOTION SERVICE

Money in Motion is delivered as an eight-part service designed to help members interrogate, socialize, interpret and act on our robust data set:

DATA

Bespoke Data Appendix Access to the underlying data set customized to meet your information needs

Benchmarks Detailed market share, rankings and market positioning metrics

Market Matrix Sizing for key segments by both total and addressable assets to measure the full market opportunity and evaluate the coverage of the Money in Motion data set against the full market

ONLINE

Online Dashboards Full access to an interactive suite of online dashboards for selected regions

PARTNERSHIP

Tutorial A webinar tutorial designed to help members optimize the use of Money in Motion Online, our web-based platform, with practical guidance and tips.

Expert Access Access to our team of experts to help design bespoke dashboards, build benchmarking reports, and handle custom information requests.

INSIGHTS

Workshop Presentation Annual bespoke workshop designed to highlight themes and trends, add anecdotal color to market developments from our team of experts, and facilitate an informed discussion.

Quarterly Trend Report Regional report designed to highlight the key trends and themes that have emerged from the Money in Motion data set each quarter. We leverage expertise from our Market Insights solution to interpret the drivers behind data, explore business implications and project forward to the future.

MONEY IN MOTION ONLINE

Money in Motion Online facilitates access to a series of interactive digital dashboards that intuitively present trends, themes and essential metrics within customized segments of the institutional market. It benefits asset managers in five core business areas:

PRODUCT DEVELOPMENT

Identify and predict institutional demand for product styles, strategies, asset classes and investment destinations. Make critical product development decisions based upon robust, reliable data.

SALES

Optimize resourcing decisions by knowing which products to focus resources on and adopting realistic sales targets.

MARKETING

Understand the changing behavior of global institutional investors, adopt meaningful strategies and allocate resource effectively.

STRATEGIC DECISION MAKING

Move first on opportunities in new markets and product sets and make valuable decisions that are well-informed.

CLIENT

Respond quickly to the changing needs of your clients, identify client segments which may be at risk, and marshal resources to maximize retention.



MONEY IN MOTION ONLINE

OPPORTUNITY HEAT MAP

Visualize changing AUM and asset flow opportunities for institutional asset managers

Answer questions such as:

- Where are the largest existing pools of assets?
- Which asset classes, regions and client types are seeing the largest flows of new assets?
- Which is the largest market for multi-asset products?
- Which client segment is seeing the largest inflows into high-yield bond products?

ASSET TRENDS

Compare new money flow and asset growth side by side.

Answer questions such as:

- How does the flow into fixed income products compare with equities in 2016?
- What is the relationship between emerging and developed market flows over the last three years?
- How do flows from Japanese institutions into active products compare with passive?
- Which client types in which regions saw the largest net flow last year into offshore products?

“Robeco is proud to be one of the founder members. More transparency on institutional market flows enables us to respond more quickly to market demands. This further strengthens our client servicing.”

Marco Gruiters, Robeco

MONEY IN MOTION ONLINE

CONSULTANTS

Displays the prominence of consulting intermediaries and ranks them by flow and total assets in customizable segments of the market.

Answers questions such as:

- Which consultant allocated the most clients into emerging market products last year?
- Which market segments have the lowest level of consultant intermediation?
- Which consultant advised the most assets into alternative strategies last year?
- How many EMD mandates came from local consultants?

FACT SHEETS

Applies a product, market or regional lens to our full data set and presents key metrics on an easily extractable two-page fact sheet.

Answers questions such as:

- What are the key pieces of intelligence surrounding liquid alternatives?
- How can I easily share with my CEO all the data we have surrounding unconstrained fixed income products?
- Are active equity fund flows from U.K. pensions predominantly in local currency?



MONEY IN MOTION BENCHMARKING

Benchmarking provides essential business measures and market positioning metrics for institutional asset managers looking to maximize the effectiveness and efficiency of their business. Benchmarking makes a valuable contribution to many business areas, including:

Business Strategy

Identify the areas of your business which are outperforming the market in terms of flow and growth, apply resources more effectively and evidence strategic business decisions.

Product Management

Decide which products to focus resources on by truly understanding their position relative to market demand.

Sales management

Shape remuneration levels and structures around more accurate measures of performance.

Business Management

Measure how your business is performing across different products, clients and markets by measuring your market share and share of new asset flows.

BENCHMARKING

Benchmark share of total assets and new asset flows across different asset classes and client types with this detailed, country-level market share report.

Answers questions such as:

- What is my share of the U.K. pension market?
- What was my share of flows into multi-asset strategies last year?
- What is my market share of multi-asset credit flows from European investors?
- Have I out-performed my competitors in winning emerging market debt flows?

RESEARCH SAMPLE AND MEMBERS

More than 100 global asset managers participate in Money in Motion

Aberdeen Standard Investments

AB Global

Aegon Asset Management

Acadian Asset Management

Allianz Global Investors

AMG

Amundi Asset Management

AQR

Artemis

AVIVA Investors

AXA Investment Managers

Baillie Gifford

Barrow, Hanley, Mewhinney & Strauss

BlackRock

BlueBay

BMO Global Asset Management

BNP Paribas Investment Partners

BNY Mellon

Cathay SITE

Candriam

Capital Group

CenterSquare

China Asset Management

Cohen & Steers

Columbia Threadneedle

Copper Rock

Capital Partners

Danske Capital

Deutsche Asset Management

Dodge & Cox

EFunds

EastSpring Investments

Eaton Vance

Fidelity International

First Quadrant

Fisch Asset Management

Franklin Templeton Investments

Fullerton Fund Management

GAM

Generali Investments

Goldman Sachs Asset Management

GW&K

Harding Loevner

Heitman

Hermes Investment Management

Hexavest

HSBC Global Asset Management

Insight Investment Management

Invesco

Investec Asset Management

Kames Capital

Kempen Capital Management

Janus Henderson Investors

JP Morgan Asset Management

Jupiter Asset Management

Lazard Asset Management

Legal & General Investment Management

Lombard Odier

Loomis, Sayles & Company

Lord Abbett

Lyxor

M&G

Macquarie Asset Management

MAN Group

MFS

Mitsubishi UFJ

Morgan Stanley Investment Management

Natixis Global Asset Management

Newton Investment Management

Neuberger Berman

Nikko Asset Management

NN Investment Partners

Nomura Asset Management

Nuveen

Old Mutual Asset Management

Parametric

PGIM

Pictet

PIMCO

Quoniam Asset Management

Robeco

Royal London Asset Management

Schroders Investment Management

State Street Global Advisors

Swiss Life Asset Management

T. Rowe Price

Thompson, Siegel & Walmsley

TwentyFour Asset Management

Unigestion

UBS Asset Management

UOB Asset Management

Vontobel Asset Management

MEMBERSHIP OPTIONS AND FEES

FULL SERVICE

- Money in Motion Service £20,000/\$30,000 per region per annum
- The serviced offering gives members full functionality and support.
- This includes all the service elements described on page 1.

REGION	SERVICE (GBP)	SERVICE (USD)
EMEA	£20,000	\$30,000
APAC	£20,000	\$30,000
Americas	£20,000	\$30,000
Discounted global package price	£50,000 p.a.	\$80,000 p.a.

MONEY IN MOTION TEAM

Broadridge has an extensive global team of experts with experience at leading consulting, asset management and research firms such as Cambridge Associates, Cerulli, Deloitte, Barings, Watson Wyatt, GE Capital, Datamonitor, FRC, GlobalData, Investit, Intersec and Kae.

Nigel Birch, *Head of Distribution Solutions*
Will Mayne Senior Director, *Market Insights*
Yoon Ng Director, *Global Market Intelligence*
Louise Ashmore, *Head of Client Relations*
Thomas Marsh Director, *US Business Development*
Philip Robinson Director, *Client Relations*

Linus Gustafsson, *Senior Database Administrator*
Sam Dunne, *Senior Consultant*
Jonathan Libre, *Senior Insight Consultant*
Maxim Waller, *Senior Insight Consultant*
Robert Kelly, *Insight Consultant*
Hal La Thangue, *Insight Consultant*
Fionntan O'Hara, *Insight Consultant*

PROJECT TIMETABLE AND EVOLUTION

Global development story

Money in Motion has now been established in EMEA and APAC, we are now extending our consortium in the Americas. In each region we first launch a Beta version while we grow our sample. The full version follows shortly afterwards.

REGION	2016	2017	2018
EMEA	●	●	●
APAC	●	●	●
Americas	●	●	●

- Consortium building
- Beta version
- Full version



DATA COLLECTION FORM

We collect information on the following data points via a simple Excel spreadsheet:

	DATA POINT	DESCRIPTION	EXAMPLE
Agreement	Date of upload	The quarter in which the agreement was signed	Q1 2014
	Unique agreement identifier	A code which will enable us to identify and track agreements but keep the client identity confidential	12456
Who	Client type	The type of institutional investor	Corporate DB pension plan
	Third-party or affiliated	Funds managed on behalf of a parent or internal or external client	Third party
	Client location	The country the institutional investor is based in starting with EMEAregion	USA
	Intermediary	The name of the consulting intermediary should one have been present	Towers Watson
What	Name of strategy/fund	The name of the fund or the strategy	Falcon Absolute Return
	Broad asset class	High-level asset classification	Fixed income
	Niche asset class	Granular asset classification within the broad asset class	Government
	Style	More detailed style of investment strategy being employed within the broad asset class	Active – Long-only Fundamental
	Return objective	The return objective for the agreement	Benchmark relative -core plus
	Guarantees	Where applicable, whether there is capital protection/CPPI or a guarantee	No
	Fund of funds	Where applicable, whether the agreement is fund of funds or manager of managers	No
	Investment destination	The country or regional focus of the investment	Global
How	Vehicle	The vehicle through which the client is investing: segregated mandate or pooled fund	Segregated mandate
	Domicile	If applicable, the domicile of the vehicle	USA
	Term	If applicable, the term of the vehicle	Open ended
	Legal structure	The legal structure of the vehicle	FCP
	Regulatory structure	The regulatory status of the vehicle	UCITS
	Currency	The currency of the underlying investment	USD
Value	Assets	AUM of the agreement (\$m)	111
	Inflow	The inflow during the period (\$m)	7
	Outflow	The outflow during the period (\$m)	0

CONTACT US

To further discuss the information in this document, please contact:

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Broadridge, a global fintech leader with over \$9 billion* in market capitalization, provides communications, technology, data and analytics solutions. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth. *As of November 2017

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Ready for Next

Communications
Technology
Data and Analytics

