

EUROFSS

Wave 2 of EuroFSS



launches soon...

In 2022, Research in Finance launched a European study targeting fund selectors in the major asset management markets. Building on the success of Wave 1, the upcoming EuroFSS wave proffers a bigger sample size and the addition of institutional investors to the target audience.

EuroFSS is designed to help asset managers track brand resonance, positioning against competitors and investment trends at both the pan-European and individual market levels.

European Fund
Selector Study

– be part of it. Jan 2023

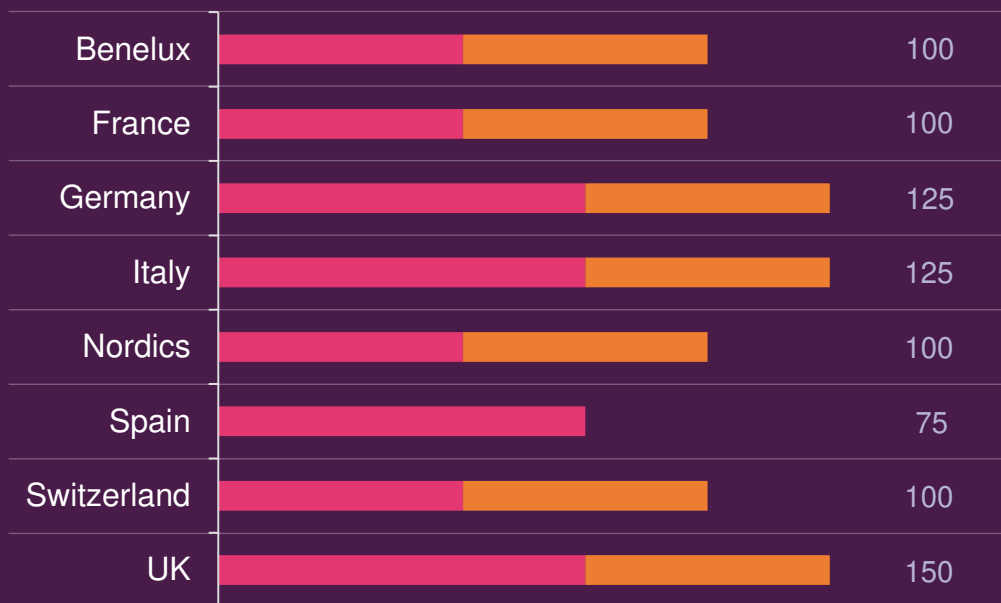
This study will give European marketeers, distribution heads and sales teams important insight into:

- The **asset managers held in highest regard** across Europe and within each market
- Perceived **market leaders** for major asset classes and ESG/sustainable investing
- Demand for **sustainable investment** products
- Changes to **investment appetite**
- The top asset managers for **communication and events**
- Which **advertising campaigns** are successful
- Become a full syndicate member to access a range of **brand performance metrics**, including use, brand associations, Net Promoter Score (NPS) and satisfaction

Target sample breakdown

Wave 1 of the study spanned 650 fund selectors across eight major markets. From Wave 2 on, the study will also include institutional investors and 875 participants.

Research in Finance closely monitors participation, ensuring a high-quality sample of fund selectors in each market.



■ Intermediary ■ Institutional

875 total investment influencers & decision makers

- **875 professional investors** each annual wave
- **Advisory/wealth management firms, banks, private banks, family offices, fund of funds, pension funds and insurers** all included
- A powerful mix of **client-facing individuals** and those focused on **central fund research/selection**
- Target participant numbers per market take into account AUM size and specific fund distribution dynamics

Sample firms



New this wave: deep-dive into investment sentiment, behaviour & market trends

To provide an update between annual quantitative waves and offer asset managers a closer view of trends in fund selector attitudes and behaviour, Research in Finance is introducing a qualitative research component to the study.

We will target 40 professional investors to take part in in-depth phone or video interviews over June 2023. Interviews will be conducted in the local language or English, as appropriate.

Research in Finance can suggest focal points for these interviews, but will be guided by syndicate members on the most interesting and business-critical topics to cover.

We aim to include a broad spread of participants from the eight markets in scope, but will consider the views of the syndicate on possible priority markets.



Suggested Wave 2 coverage

To be finalised after input from syndicate members

Market sentiment

Future flows – sectors for more/ less investment

Active vs. passive allocations

Firm's ESG approach & its importance

Client demand for sustainable funds

Interest in 'net zero' funds/ % allocation intentions

Appetite for specialist investment solutions

Brand awareness & consideration

Top-of-mind & prompted awareness

Use of peer group firms

Satisfaction & Net Promoter Scores

Positive brand associations

Asset class & geographical associations

Communication

Best communicators

Asset manager communication valued

Advertising

Advertising noticed over the last six months

Third-party influences

Information sources used

Role of fund research & ratings companies

Events

Attendance of events, virtual & in-person

Asset managers that stand out for event provision

Preferred in-person event formats

Market leaders by sector

ESG/ sustainable investing

Equity

Fixed income

Multi-asset

Alternatives/private assets



Wave 2 timings

Nov-Dec 2022	Jan-Feb 2023	Mar 2023	May-Jun 2023	Jul 2023	Oct 2023
<ul style="list-style-type: none">• Questionnaire draft circulated for feedback• Input from the syndicate• Finalised & sent for translation• Scripted online, ready for launch	<ul style="list-style-type: none">• Quantitative fieldwork – online and telephone interviewing• Initial analysis & reporting	<ul style="list-style-type: none">• Analysis & reporting continues• Syndicate presentations	<ul style="list-style-type: none">• Input from the syndicate on qualitative research coverage & target audience• Discussion guide draft circulated for feedback• Finalised, sent for translation as required, local-language interviewers briefed• Qualitative fieldwork	<ul style="list-style-type: none">• Analysis & reporting• Syndicate presentations	<ul style="list-style-type: none">• Wave 3 set-up begins



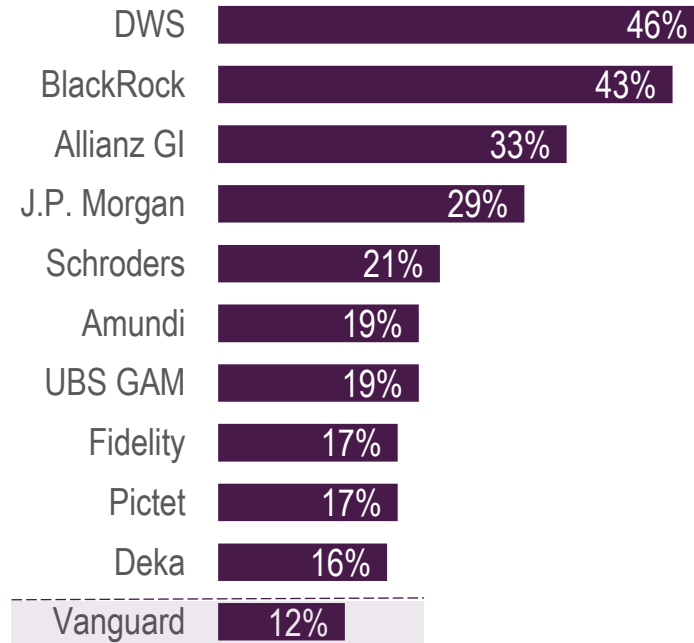
Deutsche's asset management arm is most top of mind for German fund selectors.

**AM ANALYSIS,
AWARENESS &
CONSIDERATION**

Top-of-mind managers –
Germany

Asset managers that come to mind:

By market – top 10



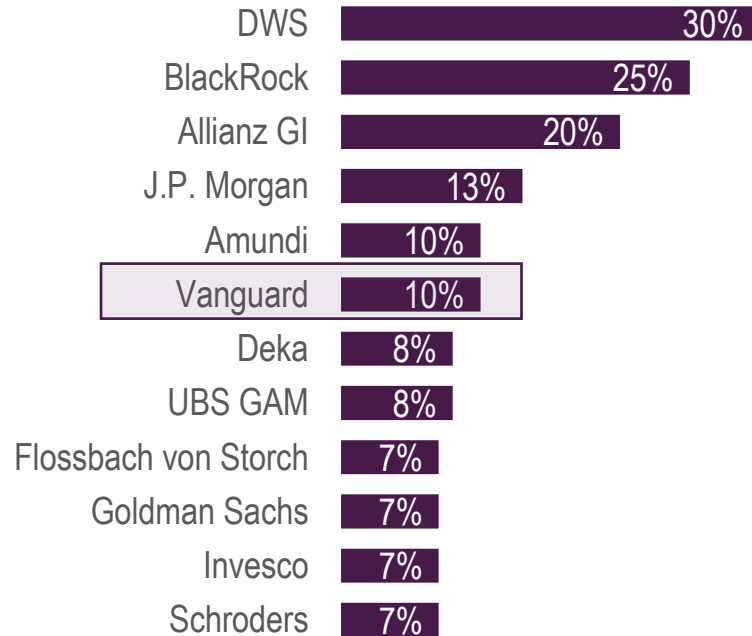
Multi-asset fund firm Flossbach von Storch features in Germany's top ten list of best managers.

AM ANALYSIS,
AWARENESS &
CONSIDERATION

Best managers –
Germany

Best asset managers:

By market – top 10



Q14. In general, which do you think are the best asset managers? Base: Germany (99), Italy (102)

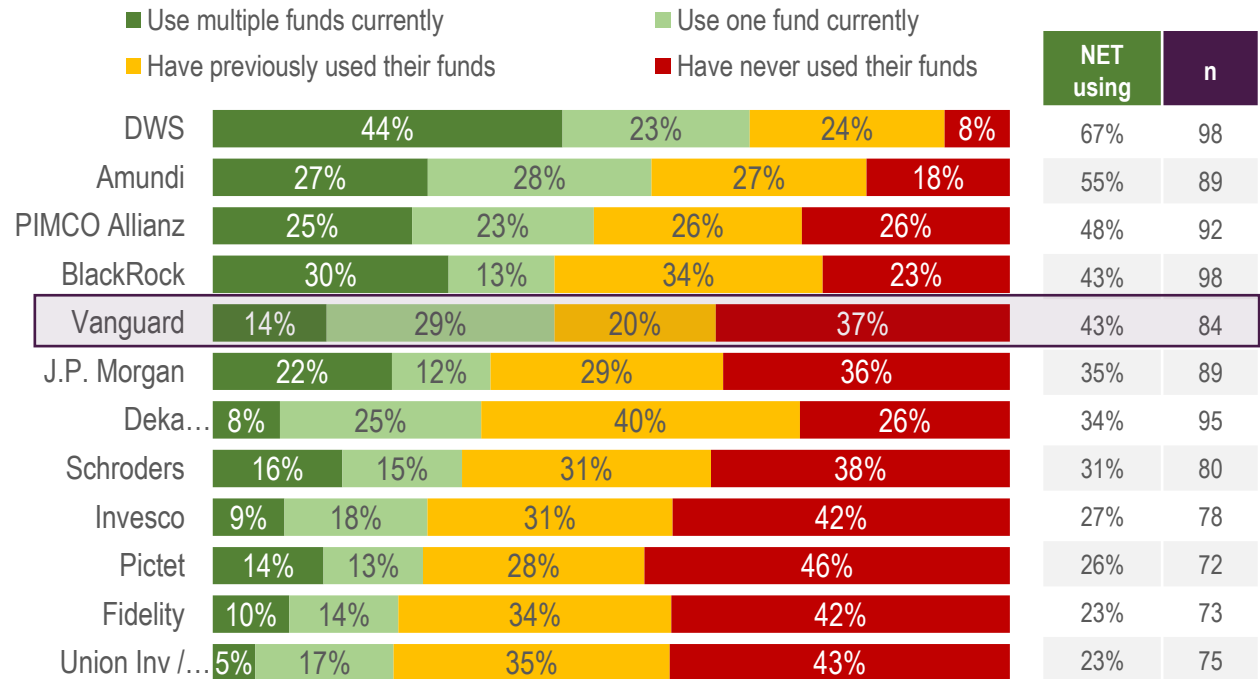
43% of German fund selectors aware of Vanguard use your funds.

AM ANALYSIS,
AWARENESS &
CONSIDERATION

Use – Germany

Investing in / recommending asset manager:

 GERMANY



Q36. Do you currently invest with/ recommend any of the following asset managers? Base: Those aware of asset manager: