

# FundFile

Gaining assets in global funds starts with the right data

When you're part of a product development or market intelligence team for a global fund company, you know that the quality of your decisions is directly linked to the quality of your data. Now you can have access to some of the deepest investment data available – and added insight to help make sense of it all.

## The FundFile advantage

FundFile from Broadridge is a data mine of exceptional depth and breadth, tracking over 80,000 funds around the world every month. Pulling data directly from Lipper, you'll have comprehensive information about each fund, and the company that sells it, at your fingertips. Using our Report Generator, you can easily build customized reports to see how different markets really work. You can get a closer look at:

- Corporate contact details
- Parent company identity
- Monthly net asset histories
- Monthly asset growth
- Monthly net sales
- Graphic profiles
- Attribution charts
- Sales vs. performance
- Legal structures
- Domiciles
- Investment types
- Categories
- Share class structures
- Launch dates
- ISIN numbers
- Fee structures
- Countries of sale
- Main markets
- Fund sectors
- Geographical focus
- Custodians
- Administrators
- Transfer agents
- Auditors
- Sub-advisors

And to make things even easier, we can do the customizing for you – just tell us what you need to know. FundFile tailored reports can be ordered as one-offs or as a series of regular updating overviews to monitor changing marketplace preferences.

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## Powerful data leads to powerful insights

When you use FundFile, it's easier to get the answers you're looking for. Using the FundFile data, you'll get a clearer picture of the market by:

Tracking product preferences by market

Monitoring new product launches by competitor

Ranking sales progress against peers

Understanding the dynamics beneath the headline data for each market

Determining strategy and sales targets based on real data

Analyzing other issues as they arise

### The information you need – all in one place

In addition to the FundFile data, our customers can also receive FundFlash, a concise, two-minute read of the month's key industry developments. Published on the day FundFile updates with latest month-end data, you'll receive insights that are always fresh, timely and relevant.

### Committed to your success

Broadridge is the leading global provider of investor communications, technology-driven solutions, and data and analytics to the financial industry. Our solutions, like FundFile, help you better understand your markets and your competitors. We make it easy to obtain and work with the data you need to focus on what you do best – delivering more value to your customers.

Companies who work with us gain a strategic partner with the experience, perspective, proven results, data and solutions to help them find new opportunities, boost margins and maximize growth. Over the past three years, Broadridge has successfully maintained a 98% client revenue retention rate.

Get the information you need to  
drive your business. Call 1-800-353-0103  
today to learn more.

