FundFlash provides a summary of the regional trends and developments in the funds market over the previous month.

The report is built using the Global Market Intelligence (GMI) funds module which tracks $50trn in global funds assets with unique views of distributor and internationally sold business.

GMI Funds sits alongside our Institutional module and together is relied on by over 100 asset managers as their source for global asset management market intelligence.

**THE MONTH IN REVIEW**

Rising coronavirus cases and dimming hopes for another round of fiscal stimulus lead large-cap benchmarks lower in October; the S&P 500 drops 2.8% for the month and its year-to-date return stands at +2.7%. Volatility spikes again near the end of the month as stocks drop.

**PRODUCTS**

Fixed income products stay in favor as investors continue to seek a safe harbor. For the year, cumulative flows in active funds remain in negative territory, while ETF flows sit well above 2018 & 2019 results.

**DISTRIBUTORS**

Late-month volatility likely sends online and direct investors for the exits as those channels post noteworthy outflows.

**COMPETITION**

At the complex level, net flows range from BlackRock’s +$8.9bn to Vanguard’s -$8.3bn. JPMorgan’s Hedged Equity Fund distinguishes itself as the sole non-bond fund to crack the top-net-flows table, and hedge fund manager Redwood Investment Management launches two more active quant ETFs under its LeaderShares brand.
**DISTRIBUTION**

- The direct/institutional channel remains the largest asset holder ($5.6trn) across all channels, and has 69% of AUM held within actively managed products.
- In terms of asset growth, of the three retail channels (RIA, wirehouse, and broker-dealer) only wirehouse failed to show an improvement as its organic growth for October came in at -0.16%.
- The steepest pullbacks were found in online (-1.56%) and direct/institutional (-3.28%).

**PRODUCT**

- Actively managed bond funds drove the vast majority of inflows; investors fled for safer assets as equity volatility spiked.
- Not to be left out of the safety flight, muni bond funds also saw hearty inflows.
- Both domestic and global large caps were the source of investor angst, posting outflows from ETFs in many instances, though the primary source of outflows was from actively managed products. In addition, allocation-type funds also saw notable outflows.
• The sheer breadth of activity in Vanguard products appears to overwhelm the scale below: the firm’s $236bn of inflows were offset by $244bn of outflows for a net outflow of $8bn.
• The red-hot ARK suite of ETFs received net inflows of just under $2bn.
• Invesco launched two ETFs that landed in the top-6 launches for the month, but their combined take of nearly $400m was far exceeded by the firm’s outflows from other products. Invesco ended October with net outflows of $4.9bn.
# MONTHLY NET FLOW LEADERS

<table>
<thead>
<tr>
<th>Fund name</th>
<th>Group</th>
<th>Sector</th>
<th>Launch date</th>
<th>AUM, $B</th>
<th>Net flow, $B</th>
<th>Organic growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top active net flow</strong></td>
<td></td>
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</tr>
<tr>
<td>1 Bridge Builder Core Plus Bond Fund</td>
<td>Bridge Builder</td>
<td>US Fixed Income</td>
<td>Jul 2015</td>
<td>23.844</td>
<td>2.848</td>
<td>14%</td>
</tr>
<tr>
<td>2 Vanguard Institutional Intermediate-Term Bond Fund</td>
<td>Vanguard</td>
<td>US Fixed Income</td>
<td>Jun 2015</td>
<td>32.023</td>
<td>1.987</td>
<td>7%</td>
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<tr>
<td>3 Old Westbury Credit Income Fund</td>
<td>Bessemer Trust</td>
<td>US Fixed Income</td>
<td>Sep 2020</td>
<td>1.936</td>
<td>1.936</td>
<td>0%</td>
</tr>
<tr>
<td>4 American Funds Bond Fund of America</td>
<td>Capital Group</td>
<td>US Fixed Income</td>
<td>May 1974</td>
<td>66.291</td>
<td>1.568</td>
<td>2%</td>
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<tr>
<td>5 JPMorgan Hedged Equity Fund</td>
<td>JP Morgan AM</td>
<td>Long/Short Equity</td>
<td>Dec 2013</td>
<td>12.740</td>
<td>1.566</td>
<td>14%</td>
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<tr>
<td><strong>Top passive net flow</strong></td>
<td></td>
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<tr>
<td>1 Vanguard Total Bond Market II Index Fund</td>
<td>Vanguard</td>
<td>US Fixed Income</td>
<td>Jan 2009</td>
<td>204.550</td>
<td>3.356</td>
<td>2%</td>
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<tr>
<td>2 Fidelity Series Total Market Index Fund</td>
<td>Fidelity</td>
<td>US Equity Large Cap Blend</td>
<td>Apr 2019</td>
<td>26.868</td>
<td>2.140</td>
<td>8%</td>
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<tr>
<td>3 Vanguard Total Bond Market Index Fund</td>
<td>Vanguard</td>
<td>US Fixed Income</td>
<td>Dec 1986</td>
<td>229.461</td>
<td>1.910</td>
<td>1%</td>
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<tr>
<td>4 TIAA-CREF Large-Cap Growth Index Fund</td>
<td>TIAA</td>
<td>US Equity Large Cap Growth</td>
<td>Oct 2002</td>
<td>9.735</td>
<td>1.280</td>
<td>15%</td>
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<tr>
<td>5 Fidelity Series Global ex US Index Fund</td>
<td>Fidelity</td>
<td>Global Equity Large Cap</td>
<td>Sep 2009</td>
<td>17.922</td>
<td>1.185</td>
<td>7%</td>
</tr>
<tr>
<td>6 T Rowe Price US Treasury Long-Term Index Fund</td>
<td>T. Rowe Price</td>
<td>US Fixed Income</td>
<td>Sep 1989</td>
<td>3.399</td>
<td>0.725</td>
<td>26%</td>
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<tr>
<td><strong>Top ETF</strong></td>
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<tr>
<td>1 Vanguard Total Stock Market ETF</td>
<td>Vanguard</td>
<td>US Equity Large Cap Blend</td>
<td>May 2001</td>
<td>163.505</td>
<td>3.768</td>
<td>2%</td>
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<tr>
<td>2 Vanguard Total International Stock ETF</td>
<td>Vanguard</td>
<td>Global Equity Large Cap</td>
<td>Jan 2011</td>
<td>28.294</td>
<td>2.617</td>
<td>10%</td>
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<tr>
<td>3 iShares ESG Aware MSCI USA ETF</td>
<td>BlackRock</td>
<td>US Equity Large Cap Blend</td>
<td>Dec 2016</td>
<td>10.461</td>
<td>1.885</td>
<td>21%</td>
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<tr>
<td>4 Vanguard Total Bond Market ETF</td>
<td>Vanguard</td>
<td>US Fixed Income</td>
<td>Apr 2007</td>
<td>63.956</td>
<td>1.847</td>
<td>3%</td>
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<tr>
<td>5 iShares 20+ Year Treasury Bond ETF</td>
<td>BlackRock</td>
<td>US Fixed Income</td>
<td>Jul 2002</td>
<td>19.466</td>
<td>1.521</td>
<td>8%</td>
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<tr>
<td>6 Vanguard S&amp;P 500 ETF</td>
<td>Vanguard</td>
<td>US Equity Large Cap Blend</td>
<td>Sep 2010</td>
<td>157.704</td>
<td>1.515</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Broadridge GMI © 2020
GMI FUNDS
Detailed Domestic and Cross-Border Fund Market Intelligence across retail & institutional channels
- Fund assets, flows and launches by product and region
- 88,000 open ended-funds globally
- Fund benchmarks, rankings and named competitive positioning
- Advanced fund and competition analytics
- Cross-border and distributor analytics

GMI INSTITUTIONAL
Detailed Global Institutional Market Intelligence across all vehicles
- Institutional assets and flows by product, region and client type
- Separate Account, Private Fund, Mutual Fund, CIT and ETF Analysis
- Institutional Benchmarks and rankings
- True Negotiated Fee analysis
- Named consultant analysis

3 core datasets
SalesWatch
Domestic & cross-border analytics
Money in Motion
Comprehensive Institutional analytics
FundFile
Sophisticated named fund analytics

GLOBALLY
80K portfolios
$76T tracked

1,600 fund selectors and asset owners interviewed annually
20+ Insight publications

Comprehensive Analytics
POWERING
Meaningful Insight

Americas  EMEA  APAC
Americas  EMEA  APAC