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.

<table>
<thead>
<tr>
<th>$19 trillion</th>
<th>$19 trillion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional Flow</td>
<td>Institutional Flow</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&gt;500,000</th>
<th>&gt;500,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional Agreements</td>
<td>Institutional Agreements</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>100,000</th>
<th>100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segregated Accounts</td>
<td>Segregated Accounts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&gt;100</th>
<th>&gt;100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clients</td>
<td>Clients</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>70%</th>
<th>70%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Coverage</td>
<td>Market Coverage</td>
</tr>
</tbody>
</table>
## 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

<table>
<thead>
<tr>
<th>Bespoke Data Appendix</th>
<th>Access to the underlying data set customized to meet your information needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benchmarks</td>
<td>Detailed market share, rankings and market positioning metrics</td>
</tr>
<tr>
<td>Market Matrix</td>
<td>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</td>
</tr>
</tbody>
</table>

### ONLINE

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

### PARTNERSHIP

<table>
<thead>
<tr>
<th>Tutorial</th>
<th>A webinar tutorial designed to help members optimize the use of Money in Motion Online, our web-based platform, with practical guidance and tips.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expert Access</td>
<td>Access to our team of experts to help design bespoke dashboards, build benchmarking reports, and handle custom information requests.</td>
</tr>
</tbody>
</table>

### INSIGHTS

<table>
<thead>
<tr>
<th>Workshop Presentation</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly Trend Report</td>
<td>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.</td>
</tr>
</tbody>
</table>
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
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 Loewner
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
Lynxor
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.

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

<table>
<thead>
<tr>
<th>REGION</th>
<th>SERVICE (GBP)</th>
<th>SERVICE (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMEA</td>
<td>£20,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>APAC</td>
<td>£20,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>Americas</td>
<td>£20,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>Discounted global package price</td>
<td>£50,000 p.a.</td>
<td>$80,000 p.a.</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>REGION</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMEA</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>APAC</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Americas</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

- Consortium building
- Beta version
- Full version
## DATA COLLECTION FORM

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

<table>
<thead>
<tr>
<th>DATA POINT</th>
<th>DESCRIPTION</th>
<th>EXAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreement</td>
<td>Date of upload</td>
<td>Q1 2014</td>
</tr>
<tr>
<td></td>
<td>Unique agreement identifier</td>
<td>12456</td>
</tr>
<tr>
<td></td>
<td>Client type</td>
<td>Corporate DB pension plan</td>
</tr>
<tr>
<td></td>
<td>Third-party or affiliated</td>
<td>Third party</td>
</tr>
<tr>
<td></td>
<td>Client location</td>
<td>USA</td>
</tr>
<tr>
<td></td>
<td>Intermediary</td>
<td>Towers Watson</td>
</tr>
<tr>
<td>Who</td>
<td>Name of strategy/fund</td>
<td>Falcon Absolute Return</td>
</tr>
<tr>
<td></td>
<td>Broad asset class</td>
<td>Fixed income</td>
</tr>
<tr>
<td></td>
<td>Niche asset class</td>
<td>Government</td>
</tr>
<tr>
<td></td>
<td>Style</td>
<td>Active – Long-only Fundamental</td>
</tr>
<tr>
<td></td>
<td>Return objective</td>
<td>Benchmark relative -core plus</td>
</tr>
<tr>
<td></td>
<td>Guarantees</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Fund of funds</td>
<td>No</td>
</tr>
<tr>
<td>How</td>
<td>Investment destination</td>
<td>Global</td>
</tr>
<tr>
<td></td>
<td>Vehicle</td>
<td>Segregated mandate</td>
</tr>
<tr>
<td></td>
<td>Domicile</td>
<td>USA</td>
</tr>
<tr>
<td></td>
<td>Term</td>
<td>Open ended</td>
</tr>
<tr>
<td></td>
<td>Legal structure</td>
<td>FCP</td>
</tr>
<tr>
<td></td>
<td>Regulatory structure</td>
<td>UCITS</td>
</tr>
<tr>
<td></td>
<td>Currency</td>
<td>USD</td>
</tr>
<tr>
<td></td>
<td>Assets</td>
<td>111</td>
</tr>
<tr>
<td></td>
<td>Inflow</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Outflow</td>
<td>0</td>
</tr>
<tr>
<td>Value</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CONTACT US
To future discuss the information in this document, please contact:

EMEA
Nigel.Birch@Broadridge.com
Direct Dial +44 (0) 20 3411 7315

APAC
Yoon.Ng@Broadridge.com
Main Telephone +65 9006 6564

Americas
Thomas.Marsh@Broadridge.com
Main Telephone +1 617 820 3632

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

broadridge.com