

instiHub

PUBLIC SUB-ADVISORY INSIGHTS (iPsa)

The only fully transparent data tool to drive your sub-advisory growth proactively.



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Andreas Pfunder
Founder and CEO

What is iPsa?



Unique and comprehensive sales generation, risk management, market insights and business management tool for all stakeholders in the fast growing EMEA sub-advisory industry.



Fully transparent, intuitive analytics interface. Accessible online from anywhere. Based on public data that instiHub collects, scrubs and indexes.

Key stats: we offer full market coverage

€778 billion assets in

1,931 sub-advised public funds by

180 sponsors delegating investment management and/or investment advice to

586 sub-advisers managing

2,728 mandates

Your services are likely included. Find out what everyone else including buyers, will see about your business.



Rank/Channel/AUM (EUR millions)

Wealth Manager	192,155
Bank Distributor	168,513
Personal Pension	108,335
Consultant	101,823
Asset Manager	97,129
Pension	38,840
Private Bank	37,161
Insurance	28,256
Distribution Platform	3,763
Hedge Fund Manager	1,620
Family Office	219



Subscribe now and reap competitive advantage by replacing incumbents, enhance multi managed blends or generate new product ideas. No need for data confidentiality agreements or IT security due diligence – just sign the order form and terms.

It couldn't be simpler to start using the one and only, actionable, transparent insights tool on the growing European sub-advisory industry.

Turn over for Key Benefits and Overview

Key Benefits for Sub-Advisers and Sponsors: take actionable, pro-active control



Sub-Adviser Use

Sponsor Use

Sales lead generation

- a. Build your prospect pipeline** – which sponsors outsource your best performing strategies? Which sub-advisers do they use for which funds? Find those that you can replace¹.
- b. Solutions-oriented client meetings** – identify sponsors' gaps in winning strategies that you can manage. Explore adding your strategies to multi-manager funds to optimise outcomes.

1. Requires 3rd party tool for performance comparisons.

Market intelligence and strategic planning

- c. Assess and track** over time, competitors, fund launches and closures, growth in product strategies and developments within individual markets.
- d. Identify attractive targets** and attractive buyer segments you haven't yet focused on. Sponsors can find interesting sub-advisers using the tool.
- e. Analyse engagement models** that match your capabilities and strategies (e.g. single manager segregated mandates or co-branding).

Benchmarking, goal setting and progress tracking

- a. Benchmark, target and track** your business growth by using our market share and client share of wallet KPIs.
- b. Sponsors: identify fee negotiation levers** – what share of sub-adviser wallet do you own? How important is your business to them? Use these insights for fee negotiations.

Manager search, risk management and competition assessment

- a. Find managers** active in Europe without existing fund ranges.
- b. Manage risk** – do other sponsors buy or sell a specific sub-adviser that you use?
- c. Be exceptional** by analysing your competitors and create differentiated products.

iPsa Overview

Geographic breakdown

Access 18 sponsor markets: Andorra, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, South Africa, Spain, Sweden, Switzerland, United Kingdom and the United States.

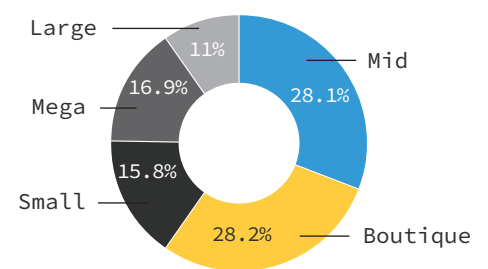


Asset class breakdown

Proprietary, three-tiered product categorisation: all major liquid asset classes: Alternatives, Equity, Fixed Income, Money Market, Multi Asset. Drill down into 99 sector groups.



Sub-adviser type breakdown



What is inside iPsa?

- ▶ Public funds – retail and institutional used for external and internal distribution either as stand-alone investments or inside insurance and retirement wrappers.
- ▶ iPsa's definition of "sub-advisory": any fund whose discretionary or advisory management responsibilities are delegated to a 3rd party vis-à-vis the fund sponsor.
- ▶ New data with calendar quarterly frequency.

Contact instiHub now to request an order form or to book your free demonstration and receive more information:



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