

# instiHub

## PUBLIC SUB-ADVISORY INSIGHTS (iPsa)

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



+44 (0)20 7953 8960



info@instihub.com



www.instihub.com



**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

**€550 billion assets** in

**1,722 sub-advised public funds** by

**152 sponsors** delegating investment management and/or investment advice to

**546 sub-advisers** managing

**2,399 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	159,765
Bank distributor	127,474
Asset manager	83,520
Consultant	61,521
Personal pension	53,885
Private bank	34,303
Insurance (unit-linked)	23,913



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 replace<sup>1</sup>.
- 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 15 sponsor markets: Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, South Africa, Spain, Sweden, Switzerland, United Kingdom and the United States.

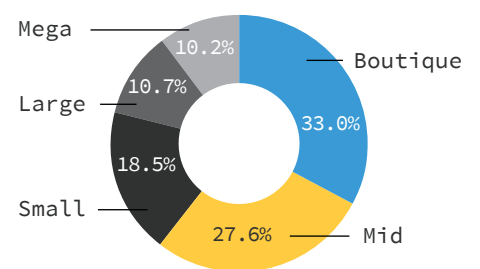


### Asset class breakdown

Proprietary, three-tiered product categorisation: all major liquid asset classes: Alternatives, Equity, Fixed Income, Money Market, Multi Asset. Drill down into 100 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:



+44 (0)20 7953 8960



info@instihub.com



www.instihub.com