



Press release
Luxembourg, 25 September 2018

Boutiques and global giants take the top accolades in the Broadridge Distribution Achievement Awards at the ALFI Global Distribution Conference

25 September 2018 – BlackRock, Robeco, J.P. Morgan Asset Management and Sycomore were named the top groups in the Broadridge Distribution Achievement Awards, presented at the ALFI Global Distribution Conference in Luxembourg on 25 September.

Now in their second year, the Distribution Achievement Awards celebrate the industry professionals who exemplify the unique capabilities of their companies and support the efforts of their distribution partners in delivering all the information needed to help investors make informed choices.

Announcing the winners of this year's awards, **Diana Mackay, Managing Director, Global Distribution Solutions, Broadridge**, said:

"In a crowded industry where fund performance is no longer a sufficient differentiator, fund groups must excel in the delivery of information, education and services across the spectrum of client support. The Distribution Achievement Awards are designed to acknowledge excellence in these key areas where asset management brands stand out as trusted throughout the value chain."

Denise Voss, Chairman of ALFI, said: "Investment funds play a dual role of driving the global economy and helping people reach their financial goals. Delivering information, education and service is key to ensuring that people are well-equipped to provide for their long-term financial security."

The awards, based on responses from nearly 1,000 fund selectors participating in Broadridge's annual sentiment survey, feature Europe's top third-party brands and leaders in Sales Services, Marketing and Communications, and Socially Responsible Investing. These fund selectors are key influencers in their markets, representing €3.2 trn of third-party client assets in Europe.

"Brand, Sales Services and Marketing and Communications are now critical to a group's ability to stand out from the crowd" added Mackay. "This year, however, we have added an ESG/Socially Responsible Investment award because of its increasing importance in the minds of fund selectors and their clients."

Award categories and winners 2018:

Brand

Brand is the amalgamation of all the experiences that a client has of an asset manager. BlackRock is the winner for the second year running, but Natixis has made the most notable gains in the last year with its multi-affiliate business model, following its rebranding initiative last year.

Top group: BlackRock
Rising star: Natixis Investment Managers

Sales Services

Excellence in the sales arena is no longer about pushing the latest product. In this category fund selectors value knowledge that is both deep and broad. They are looking for a conversation that is rewarding and informative with the style of a trusted adviser.

Top group: J.P. Morgan Asset Management
Rising star: BNP Paribas Asset Management

Marketing and Communications

Over the last five years, professional fund buyers have placed increasing importance on the role of marketing, seeking more information and support for their business but also for their end clients, both from an educational and brand perspective.

Top group: BlackRock
Rising star: Sycomore Asset Management

ESG/Socially Responsible Investment

While demand from end investors and their advisers have pushed ESG/SRI into the spotlight, successful asset managers in this category have a clear commitment to ethical investment embedded in their business cultures. The launch of one or more ESG/SRI funds in a wider product range is no longer enough.

Top group: Robeco
Rising star: Hermes Investment Management

ENDS

Photographs of the award winners are available upon request. Please contact:
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Notes:

Broadridge Distribution Achievement Awards

The Broadridge Distribution Achievement Awards are based on the company's authoritative fund selector survey and the interview results collected during the period 1 July 2017 to 30 June 2018. This regular survey, which has been running for more than a decade, is based on in-depth telephone interviews, in local language, with ~1,000 fund selectors from 10 European countries every year. These fund selectors account for €3 trn of third-party assets or an estimated 70% of accessible third-party assets in Europe. The focus of the interviews is to provide feedback to asset managers on which fund groups these selectors prefer to work with overall and which groups offer superior support in the categories of brand, marketing and communications, product quality and including innovation requirements such socially responsible investing), and sales and account management. Detailed results of the survey are available to asset managers on a subscription basis.

Fund selectors are asked to nominate their three preferred suppliers in each category on an unprompted basis. The top supplier is awarded three points, the second two points and the third one point. This data is then aggregated to produce a ranking of named fund groups that can be compared from one time period to another. The Awards are based on the latest rankings available – period is 12 months to June 2018.

Rising stars calculated from a comparison between June 2018 data and the previous 12 months to June 2017.

The Association of the Luxembourg Fund Industry (ALFI) is the representative body of the Luxembourg investment fund community. Created in 1988, the Association today represents over 1500 Luxembourg domiciled investment funds, asset management companies and a wide range of service providers such as custodian banks, fund administrators, transfer agents, distributors, legal firms, consultants, tax experts, auditors and accountants, specialist IT providers and communication companies. The Luxembourg fund industry is the largest fund domicile in Europe and a worldwide leader in cross-border distribution of funds. Luxembourg-domiciled investment structures are distributed on a global basis in more than 70 countries with a particular focus on Europe, Asia, Latin America and the Middle East. For further information, do not hesitate to consult our website at www.alfi.lu

To keep up with all the news from ALFI and the fund industry in Luxembourg, join us on LinkedIn (The Luxembourg Fund Industry Group by ALFI), Twitter (@ALFI-funds), Flickr, Youtube and Vimeo.

About Broadridge

Broadridge Financial Solutions, Inc. (NYSE: BR) a global Fintech leader and a part of the S&P 500® Index, is a leading provider of investor communications and technology-driven solutions to banks, broker-dealers, asset managers and corporate issuers globally. Broadridge's investor communications, securities processing and managed services solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With over 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 50 percent of public companies and mutual funds globally, and processes on average more than US \$5 trillion in fixed income and equity trades per day. Broadridge employs over 10,000 full-time associates in 18 countries. For more information about Broadridge, please visit www.broadridge.com