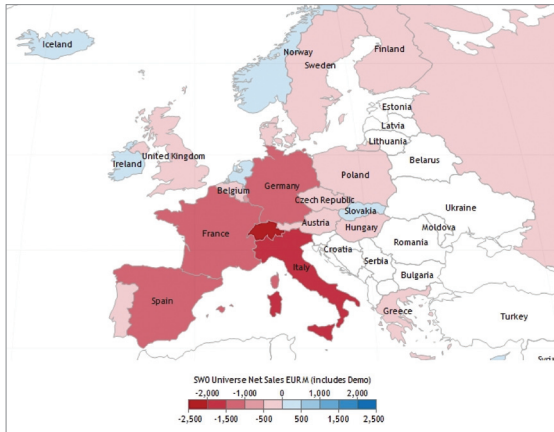
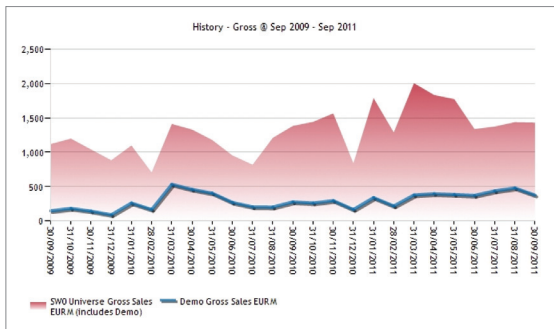


SALESWATCH ONLINE

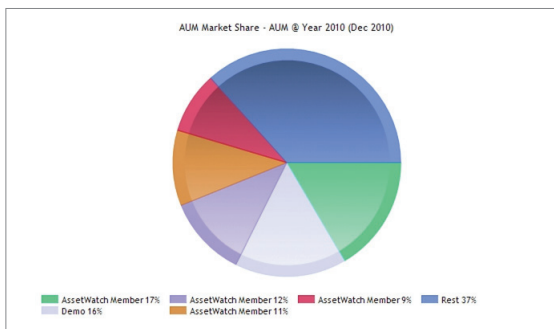
A LIPPER CONFIDENTIAL SERVICE



Cross border net sales split by country where the sales were booked.



Cross border gross sales booked in Taiwan over a two year period. Gross sales member data compared to the SalesWatch Universe.



AUM booked in Germany by the top 5 SalesWatch groups compared to the remainder SalesWatch Universe.

A UNIQUE, COOPERATIVE, CROSS BORDER BENCHMARKING SERVICE...FULLY CONFIDENTIAL

SalesWatch Online was created 10 years ago specifically to address the endemic lack of data transparency, a growing feature of the Single Market Directives. To this day, SalesWatch Online is the only tool which gives cross border groups the real data to really understand where the business is sourced and to determine how successful they are in the various target markets against their cross border peers.

SalesWatch Online is a closed user group database only accessible to those groups willing to contribute their data. All data is highly confidential.

SalesWatch Online is a proven interactive platform allowing member groups to produce charts and data reports analysing assets, gross and net sales of cross border funds whether, globally, by region, by country and by distribution channel.

DATA PROVISION

In order to subscribe to SalesWatch Online a fund group must be able to provide monthly information to Lipper. Specifically, data is required at fund level and split by country where the sales were booked/assets were sourced and by distribution channel. Funds may be domiciled in any location so long as they sell outside their "home" market.

DATA CONFIDENTIALITY

Confidentiality is the cornerstone of SalesWatch Online. All information provided by a subscriber is deemed, at all times, to be the property of that subscriber and its use is only in accordance with an agreed set of strict business rules. Only five people within Lipper have access to the data.

AUDIENCE

SalesWatch Online targets asset management companies who distribute their products on a cross-border level and allows them to monitor their success in the various target markets. Although the product reaches out to all stake holders within the asset management companies SalesWatch Online is primarily used by product development and market intelligence teams as well as sales strategists.

PRESS PROTOCOL

SalesWatch Online has a strict Press Protocol and neither the individual member groups nor Lipper are allowed to release any data or group rankings to the press or use such material in any external promotion.

“With SalesWatch Online, Lipper has provided the industry with a reliable and long-awaited tool to effectively monitor the relative positioning of major cross-border fund management houses in external distribution. It has become a key indicator for managing our activity and monitoring the industry.”

Pictet Funds SA

“An essential business tool in helping to drive sales in an extremely competitive environment.”

INVESCO Asset Management

“...invaluable interpretation and insight into the European fund industry.”

Schroder Investment Management

DATA COUNT-DOWN

Four weeks from month-end: SALESWATCH ONLINE – the web-based database is live with the latest monthly data set giving you the earliest view of market trends available.

Five weeks from month-end: SALES VIEW – a review of latest sales trends in the key global markets and regions. Also BRIDGE REPORT – a web based report which links SalesWatch and FundFile (Lipper database with domestic fund data) is available to all SalesWatch members who subscribe to both databases.

Six weeks from month-end: MARKET VIEW – a monthly analysis of key global markets commenting on foreign v domestic activity, highlighting the drivers of current sales growth and the different dynamics affecting both cross-border and domestic players.

WHY SALESWATCH ONLINE?

Because only with SalesWatch you can:

- Track your progress in each target market against your closest cross border competitors
- Spot the early signs of investor appetite for new or reviving sectors
- Really understand the sales gains to be made in your target markets
- Prepare management reports based on fact rather than anecdote
- Broaden your reach by identifying new markets that are most likely to respond to your strategic strengths
- Gain strategic insight and intelligence on developing sales patterns
- Create bespoke reports that automatically update each month
- Link into sales data of domestic groups on the FundFile database to accurately examine changing market share dynamics
- Create independent sales team benchmarks when evaluating progress

Arrange to supply your monthly data into the tightly secure SalesWatch Online system and you will be joining the growing band of elite cross-border groups who are setting the pace in the c1 trillion plus international mutual fund arena.

In addition – participate in the popular member update seminars, the forums for discussion on future business trends.

TO SUBSCRIBE TO SALESWATCH ONLINE, OR FOR FURTHER INFORMATION CONTACT:

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