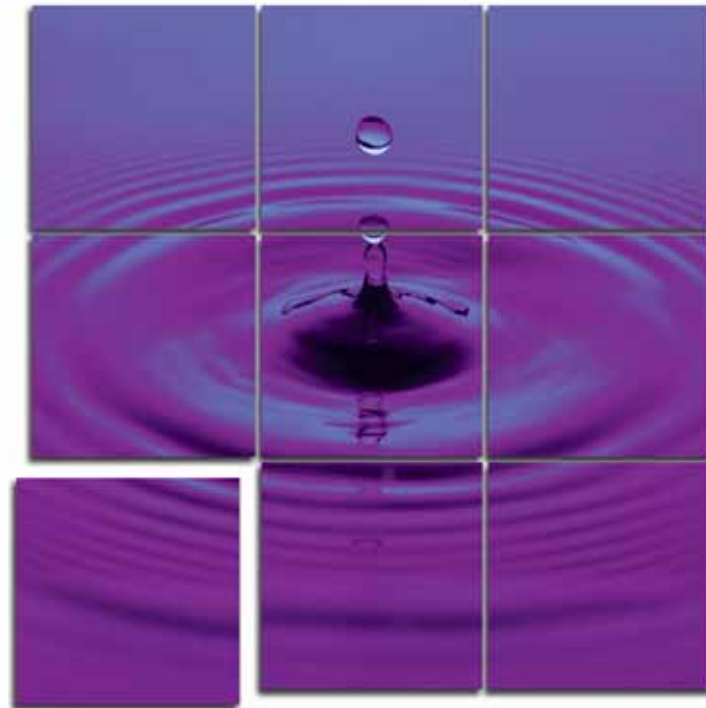


SALESWATCH ONLINE



Globally benchmarking cross-border leaders

a Lipper FERI Confidential service



SALESWATCH ONLINE ... A UNIQUE COOPERATIVE, YET FULLY CONFIDENTIAL, BENCHMARKING SERVICE.

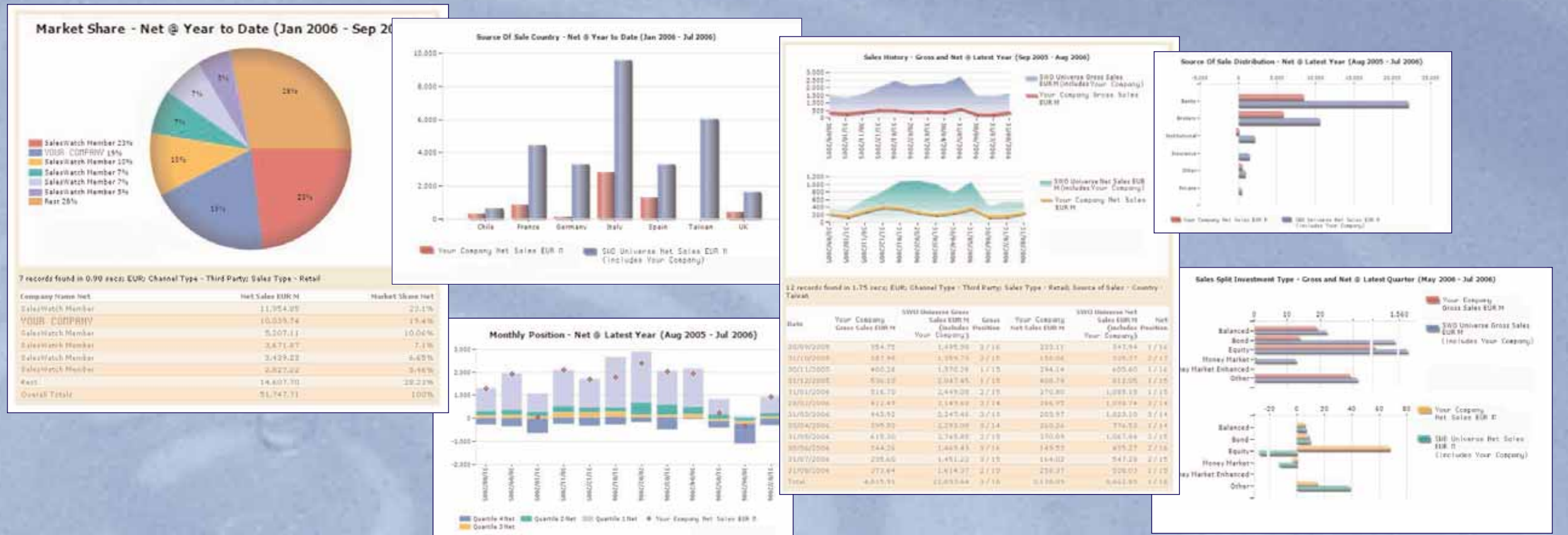
ONLY WITH SALESWATCH ONLINE CAN YOU:

- 1 Track your progress in each market against the gross and net sales of your closest competitors
- 2 Spot the early signs of investor appetite for new or reviving sectors
- 3 Really understand the sales gains to be made in your target markets
- 4 Prepare management reports based on fact rather than anecdote
- 5 Broaden your reach by identifying new markets that are most likely to respond to your strategic strengths

FIVE SALESWATCH FACTS* TO ILLUSTRATE THE DATA MINING POTENTIAL OF THIS UNIQUE RESOURCE

- **SalesWatch Online** member groups now account for around 75% of cross-border sales flows
- Italy was the most successful market in 2006, but churn rate doubled
- Offshore sales into the UK and France are developing rapidly, and are currently overtaking Germany
- Institutional sales through funds remain extremely strong in Germany and are growing in strength in Finland
- Taiwan is now responsible for the biggest book of business amongst the Asian markets

*September 2007



DATA PROVISION

In order to subscribe to *SalesWatch Online* a fund group must be able to provide monthly information at the fund level on gross and net sales volumes by country of sale and, if possible, distribution channel. Funds may be domiciled in any location and sell in any part of the world.

DATA CONFIDENTIALITY

Confidentiality is the cornerstone of *SalesWatch's* existence. 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 FERI* have access to the data.

FERI FMI'S PRESS PROTOCOL

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



DATA COUNT-DOWN

- 4 weeks from month-end: **SALESWATCH ONLINE** - the web-based interrogational service is live with the latest monthly data set giving you the earliest view of market trends available.
- 5 weeks from month-end: **SALES VIEW** - a review of latest sales trends displayed by *SalesWatch* Members in the key Global markets and regions.
- 6 weeks from month-end: **MARKET VIEW** - a monthly analysis of key European markets highlighting foreign sales share, the drivers of current sales growth and different dynamics affecting cross-border and domestic interests.

Lipper FERI has an ongoing commitment to develop the *SalesWatch* service by increasing membership numbers and enhancing the functionality in line with subscribing groups' requirements

SalesWatch Online

Globally benchmarking cross-border leaders

the only accurate comparison of cross-border fund sales momentum

- 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 *Lipper FERI FundFile* database to accurately examine changing market share dynamics
- Create independent sales team benchmarks when evaluating progress

Arrange to supply your monthly sales data into the tightly secure *SalesWatch* system and you will be joining the growing band of elite cross-border groups who are setting the pace in the €1 trillion plus international mutual fund arena.

In addition – participate in the popular twice-yearly *SalesWatch* member update seminars, the forums for discussion on future business trends.

SALESWATCH ONLINE HAS A PROVEN TRACK RECORD OF HELPING GROUPS ACHIEVE THEIR CROSS-BORDER AMBITIONS

"With SalesWatch Online, Lipper FERI 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

About Lipper FERI UK Ltd

Lipper FERI is a London-based fund market research and analysis company specialising in all aspects of domestic, pan-continental and cross-border mutual fund markets. *Lipper FERI* is a subsidiary company of *Reuters Ltd*.

Against a background of continual change in mutual fund markets *Lipper FERI's* objectives are:

- to overcome fragmented data and market opacity problems
- to reveal the major changes taking place
- to share latest insights into marketplace complexities
- to identify companies either leading the field or setting the pace

Lipper FERI's senior directors are leading market practitioners and have been associated with major projects for many leading investment management groups, as well as being advisors to, or participants in, EU Parliament and EU Commission mutual fund industry research and various other fund industry think-tanks.

To subscribe to *SalesWatch Online*, or for further information contact:

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