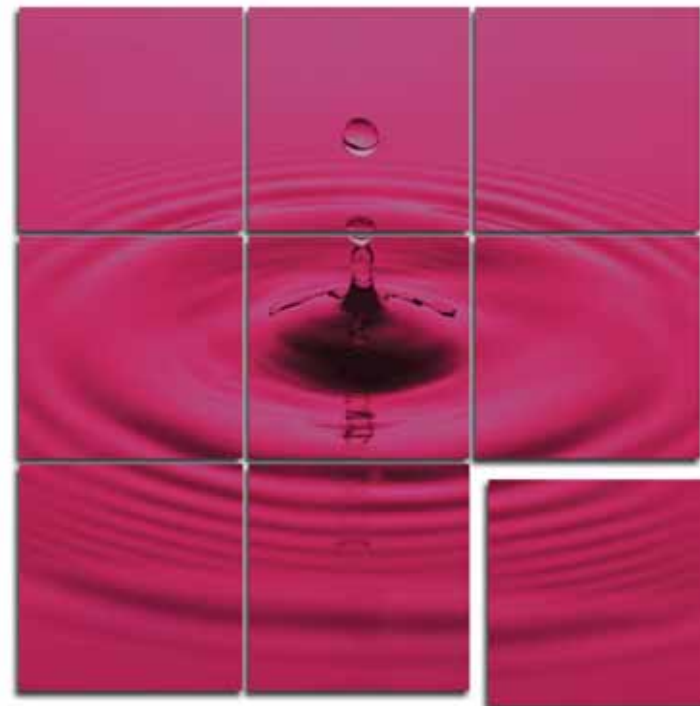


SALESWATCH LITE



Headline access to real sales data

a Lipper FERI Confidential service



SALESWATCH LITE ... THE EASY ENTRY TO CROSS-BORDER FUND SALES SUCCESS

SALESWATCH LITE

Real sales data

Real competitive advantage

SalesWatch Lite is the offline reporting module of the larger SalesWatch Online service, pioneered by Lipper FERI.

SalesWatch is now used by almost all the major cross-border fund groups to benchmark their progress globally...not just in Europe. Previously the two SalesWatch Lite offline reports were only available to Online subscribers...but now they are being offered as stand-alone subscriptions.

If your company is one of the progressive, but smaller volume fund groups building cross-border presence, you are currently flying blind. In developing your business case, you are relying on anecdotal evidence instead of real market intelligence. How long can you afford to remain in the dark about the real opportunities that are developing?

SALESWATCH LITE

Now a stand-alone service

Your key to cross-border business strength

FOUR strong reasons why winners use SalesWatch Lite

1

They have access to the only real data on cross-border asset gathering

2

They are the first to spot developing market trends

3

They know the real 'size of the prize' in each market and can allocate resources accordingly

4

They have the strength of independent, verifiable statistics to control and incentivise their country sales teams

Every month SalesWatch Lite gives you two detailed reports:

SALES VIEW

An analytical report of gross and net sales trends published within 5 weeks of month-end, including:

- Gross and net sales trends and a view on their future direction
- Sales development in global regions
- Identification of markets delivering the best gross and net sales
- Analysis of retail and institutional flows into mutual funds
- Investor appetite in different European and Asian markets - which are the hot investment sectors



MARKET VIEW

A report measuring and comparing the impact of foreign sales in key European markets because locally sourced data only gives you half the picture

- A snapshot of latest European sales trends and the impact of cross-border sales in each market
- Analysis of foreign and domestic sales in key markets of Austria, France, Germany, Italy, Spain, Switzerland, UK identifying the drivers of sales growth
- Assessment of what professional fund buyers are buying

SalesWatch Lite

Headline access to real sales data

Four strong reasons why winners use SalesWatch Lite

- They have access to the only real data on cross-border asset gathering
- They are the first to spot developing market trends
- They know the real 'size of the prize' in each market and can allocate resources accordingly
- They have the strength of independent, verifiable statistics to control and incentivise their country sales teams

Arrange to supply your monthly sales data into the tightly secure *SalesWatch* system and you will be joining the elite cross-border groups who now account for more than 70% of the €1 trillion plus international mutual fund business.

In addition - attend the popular twice-yearly *SalesWatch* member meetings, a forum for discussion on future business trends.

WHAT THE INDUSTRY IS SAYING ABOUT SALESWATCH

"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

"...the first port of call for reliable, up-to-the-minute analysis of what is happening in mutual fund markets across Europe. As a bedrock for strategy Lipper FERI's insight is unparalleled."

JP Morgan plc

SalesWatch Lite - don't delay – subscribe today!

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 and to share latest insights into marketplace complexities.

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 Lite, or for further information, contact:

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