

## Setting the standard for global asset management

The Global Demand Model sets the industry standard for sizing and segmenting current and future demand within the global asset management business.

# Chapters

About the Demand Model

Market segmentation

Distribution analytics solutions

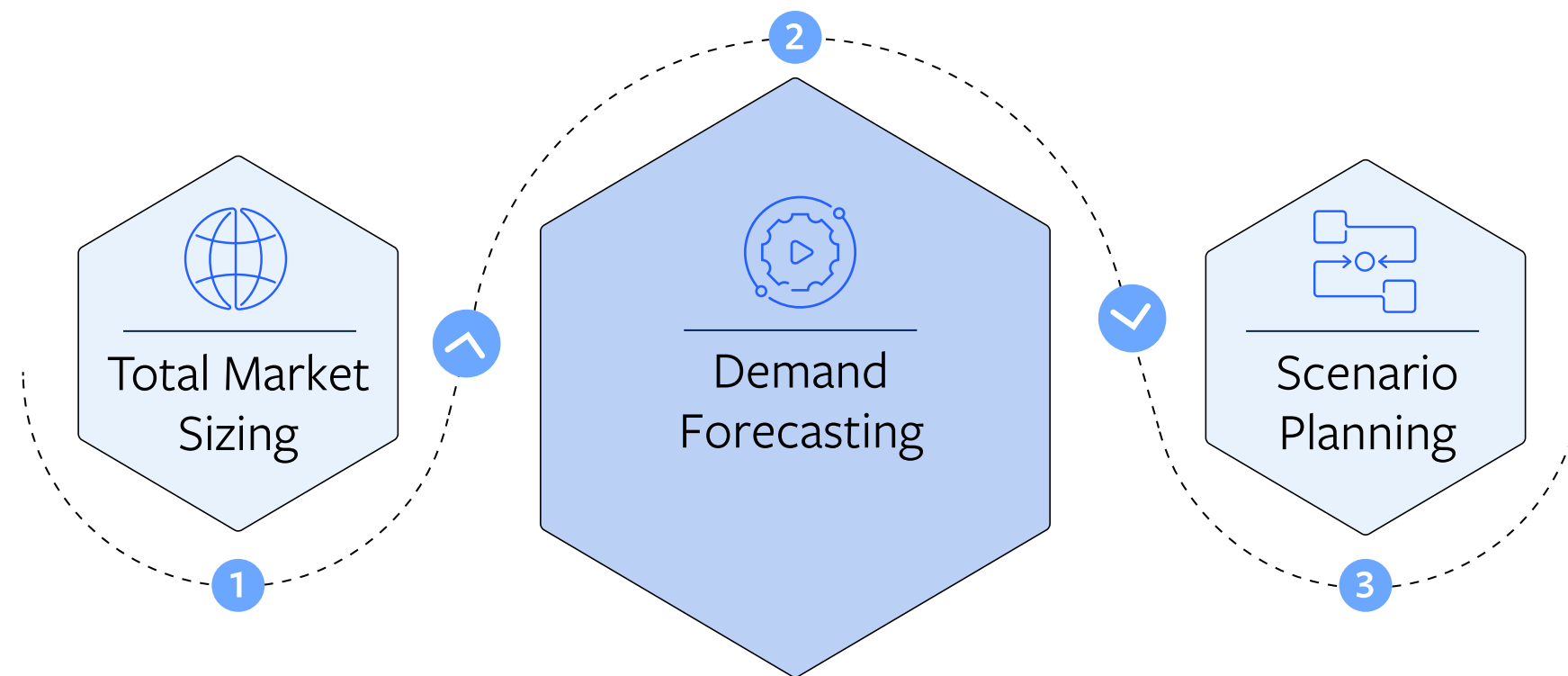
Integrated Proprietary, Third-Party and Consortium data

What our clients say

Next steps

## About the Demand Model

The Demand Model combines Broadridge’s proprietary data, unique consortia, and global partnerships with exhaustive research from our team of experts, and sophisticated AI-enabled predictive analytics technology. The result is total market asset, flow, and revenue analytics at a unique level of accuracy and detail, with historical trends and forward forecasts.



# Chapters

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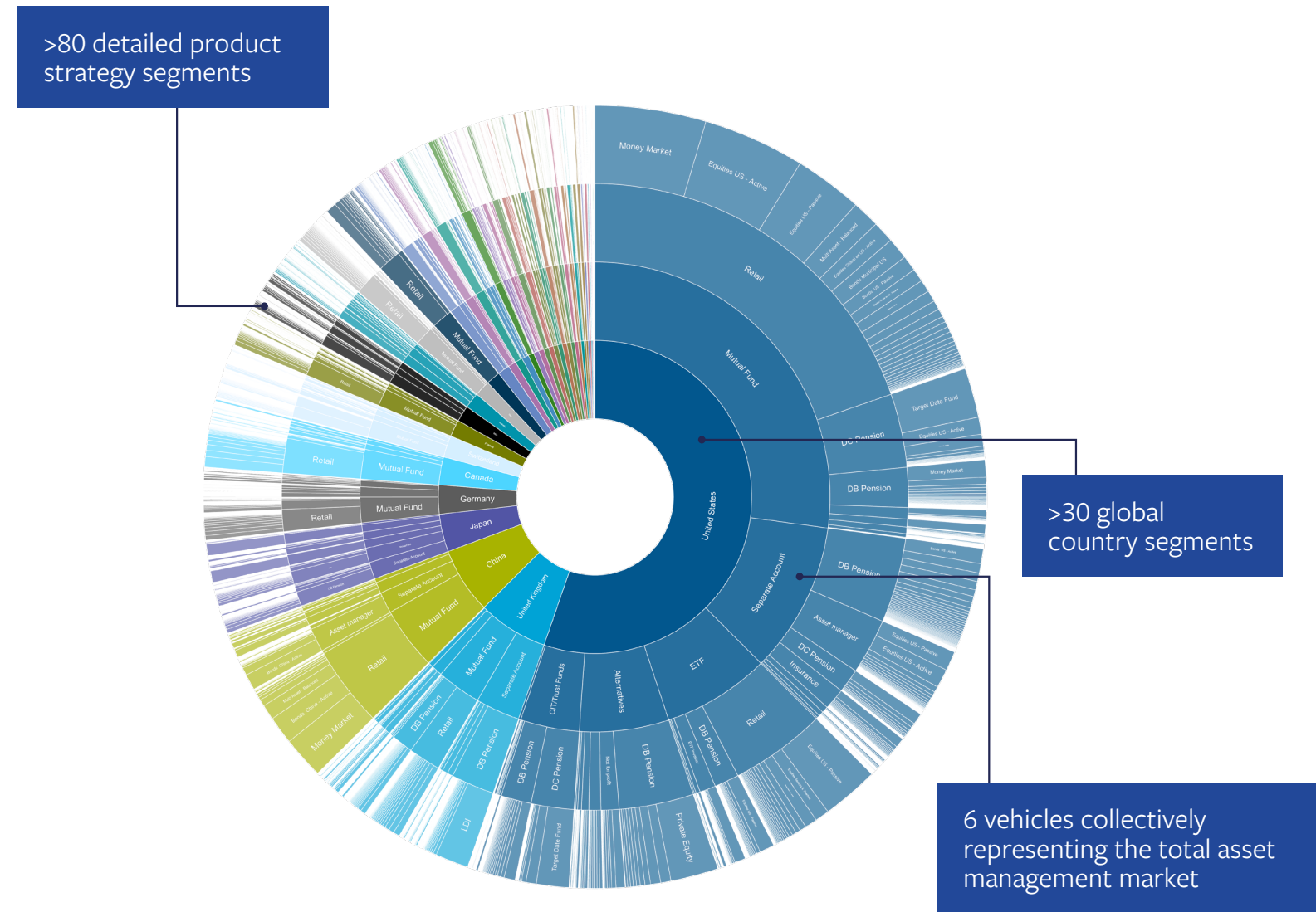
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What our clients say

Next steps

3

## 4-dimensional market segmentation, 9 demand metrics, and 1,000s of predictive features



### KEY METRICS:

Total Addressable AUM

Net Flows

Gross Sales

Organic Growth

IM Revenue

IM Sales Revenue

Total Revenue

Capital Appreciation

Performance

3yr Forecasts

# Chapters

About the Demand Model

Market segmentation

Distribution analytics solutions

Integrated Proprietary, Third-Party and Consortium data



What our clients say

Next steps

4

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Global Demand Model

## The Global Demand Model forms part of our integrated suite of distribution analytics solutions

Toolkit	Product & Strategy		
Product			
Phase	Strategic planning		Pricing
Value	Total market asset, growth, and revenue demand modelling	Analyse opportunities, measure performance, and allocate resources effectively	Benchmark fees, design pricing strategies, and price RFPs effectively
Use Case	Total market sizing & segmentation	Detailed trend analytics	Pricing strategy
	Addressable revenue pool analytics	Distribution channel analytics	Fee benchmarks
	Sophisticated forecasting	Sub-advisory & consultant intelligence	RFP pricing
	Market share	Detailed benchmarking	Pricing sensitivity & elasticity

# Chapters

About the Demand Model

Market segmentation

Distribution analytics solutions

Integrated Proprietary, Third-Party and Consortium data

What our clients say

Next steps

5

**Broadridge**  
Global Demand Model

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	Marketing & Client	
<b>Product</b>		<b>INVESTOR</b> Intelligence
<b>Phase</b>	Marketing	
<b>Value</b>	Analyse the sentiment of fund buyers, measure what matters to them, and track their perception of you and your competitors	Strategic positioning, investor personas, and precise targeting of investors
<b>Use Case</b>	Client experience	Investor life-stage segmentation
	Perception analytics & brand monitoring	D2C marketing
	Sentiment tracking	Investor persona benchmarking

# Chapters

About the Demand Model

Market segmentation

Distribution analytics solutions

Integrated Proprietary, Third-Party and Consortium data

What our clients say

Next steps

6

**Broadridge**  
Global Demand Model

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	Sales			
Product	<b>Market Analytics</b>	<b>OpportunityHunter</b>	<b>Advisor Scoring</b>	<b>Sales Analytics</b>
Phase	Sales planning	Sales optimisation	Client segmentation	Sales reporting
Value	Analyse named intermediary assets and flows, and track your distributor share	Identify and prioritise your best sales opportunities and target specific intermediaries and advisors	Segment your intermediary partners and score relationships and prospects	Aggregate and analyse your sales data to identify top producers and prospects
Use Case	Distributor segmentation	Opportunity identification	Advisor scoring	Sales data management
	Distributor share	Opportunity analysis	Client segmentation	Sales reporting
	Distributor trend analysis	Office & advisor targeting		Advisor segmentation
	Sales resource allocation			CRM integration

## Chapters

About the Demand Model

Market segmentation

Distribution analytics solutions

Integrated Proprietary, Third-Party  
and Consortium data

What our clients say

Next steps

7

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## Integrated Proprietary, Third-Party and Consortium data

### GLOBAL DATA ASSETS AND PARTNERSHIPS

Over 15 years and 4 acquisitions we have built proprietary data and partnerships which give us the best distribution data globally.

#### FUNDS

Global fund consortia (80+ managers), sharing location of sale, channel, and gross flows.

#### FEES

True negotiated fees of >100k institutional agreements globally, and detailed pricing analytics of >400k share classes.

#### INSTITUTIONAL

Global institutional consortia (100+ managers), tagging each mandate and fund investment by client type, location of sale, gross flow + more.

#### INTERVIEWS

1,500 annual interviews with the leading fund buyers globally, plus thousands of US advisor interviews.

#### PARTNERSHIPS

Refinitiv, Preqin, PSN, Morningstar, FundPoint, FundSquare, HKIFA.

#### RESEARCH

Our global insights team of industry experts.

## Chapters

About the Demand Model

Market segmentation

Distribution analytics solutions

Integrated Proprietary, Third-Party  
and Consortium data

What our clients say

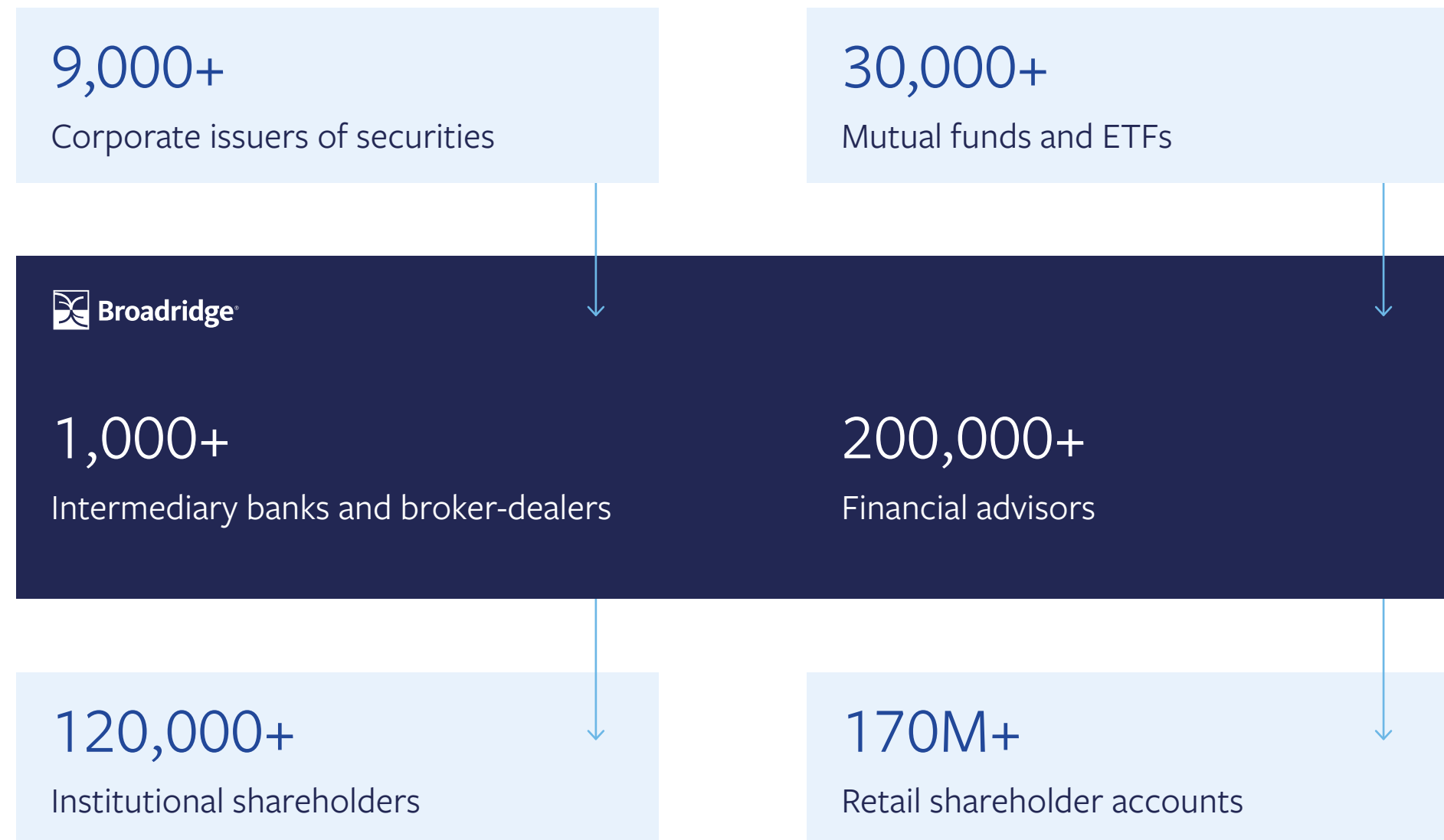
Next steps

8

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## Broadridge proprietary data

The Broadridge group of companies gives us an unparalleled data on the ownership of global investment products.





## Chapters

About the Demand Model

Market segmentation

Distribution analytics solutions

Integrated Proprietary, Third-Party  
and Consortium data

What our clients say

Next steps

9

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## What our clients say

The Global Demand Model has been built in response to the challenges faced by our clients.

“We still struggle with bias and noise on crucial strategic decision-making with stakeholders often using evidence from disparate conflicting sources!”

Managing Director,  
Corporate Strategy

“We currently have a slow and time intensive process to assemble regular management information.”

COO, Large Global  
Asset Manager

“We face difficulties with prioritizing products and market segments.”

Head of Global Product,  
Multi-Boutique

The Demand Model integrates thousands of sources and millions of segments into a single demand framework designed to help you make faster, more confident decisions, together.

**Marlon Valle**

Product Director, Data & Analytics

# Chapters

About the Demand Model

Market segmentation

Distribution analytics solutions

Integrated Proprietary, Third-Party and Consortium data

What our clients say

Next steps

10

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## Next steps

### CONTACT OUR TEAM FOR FURTHER INFORMATION

The Global Demand Model team believe market intelligence sits at the heart of successful asset management businesses. We work with over 100 asset managers globally to help them evidence strategic decision making, respond effectively to changing market dynamics, and track their performance relative to the competition.

If you want to sharpen your competitive advantage, contact us at [globaldemandmodel@broadridge.com](mailto:globaldemandmodel@broadridge.com) to schedule a demo.

Why the Demand Model?

### LOOK AT THE NUMBERS

>US\$90trn

In global AUM

>US\$300bn

In revenue pools

>30

Country segments

8

Client/Channels

>80

Product segments

6

Vehicle segments

1000s

Of predictive features