



# Hubbiss Forum Malaysia - Global Fund Movement and Asia Fund Distribution Trend

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# Agenda

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- Overview of Global Funds Movements
- Fund Industry Development and UCITS Sales Globally
- Success Distribution Strategy and Products in Asia



# Global Funds Movements

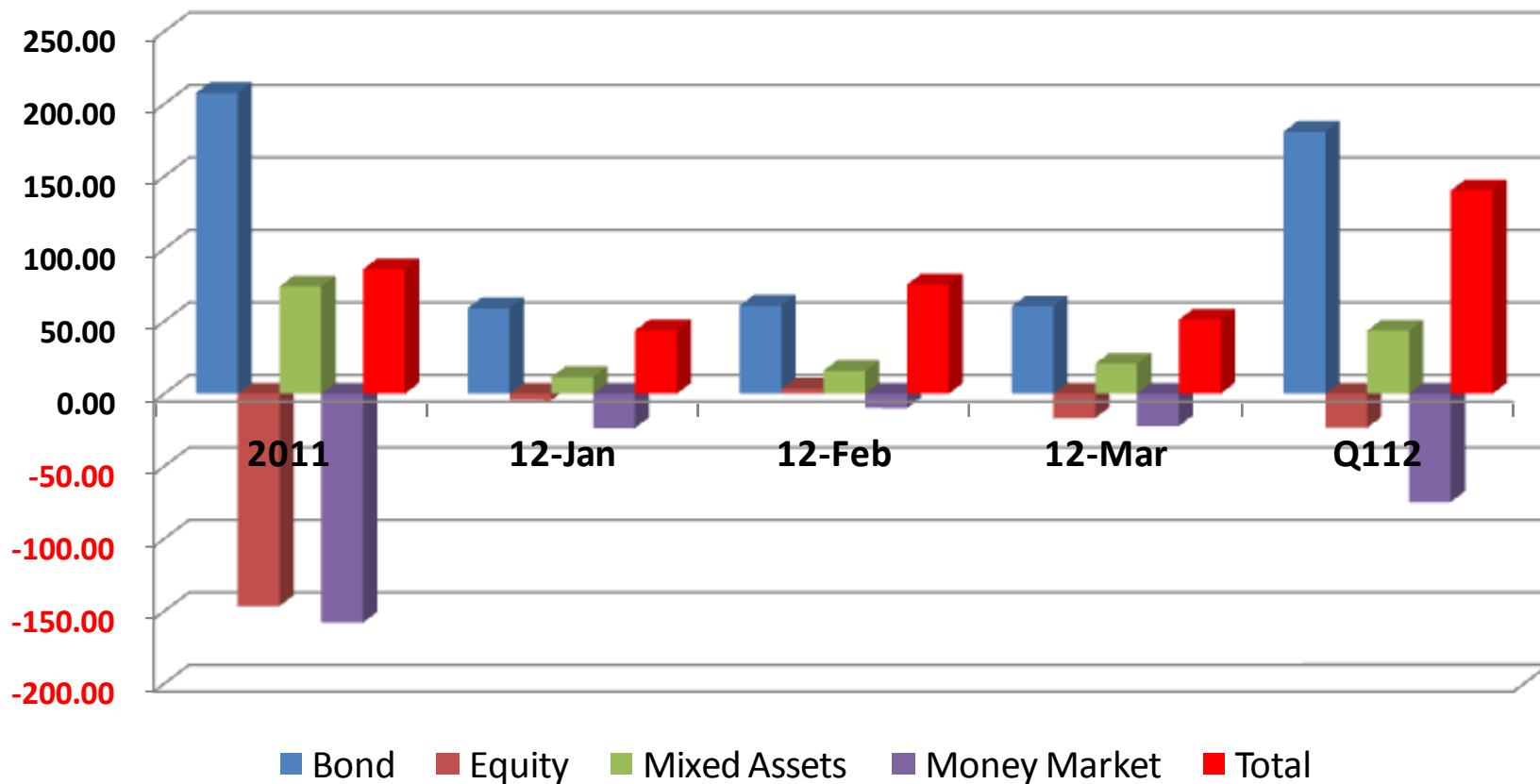
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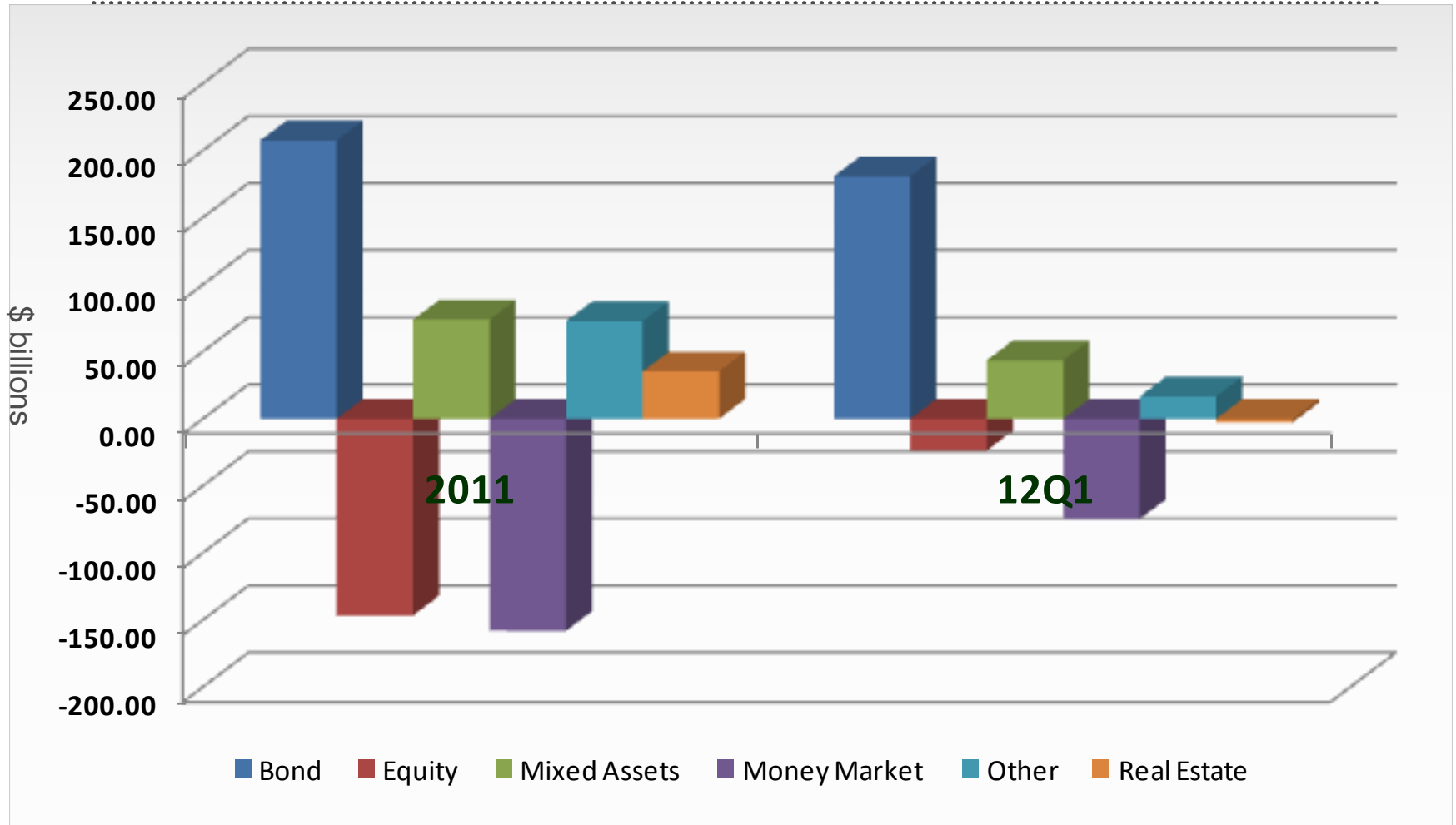
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# Global Funds Movements Since 2011



Source: Lipper

# Global Fund Flows(By Asset Type)



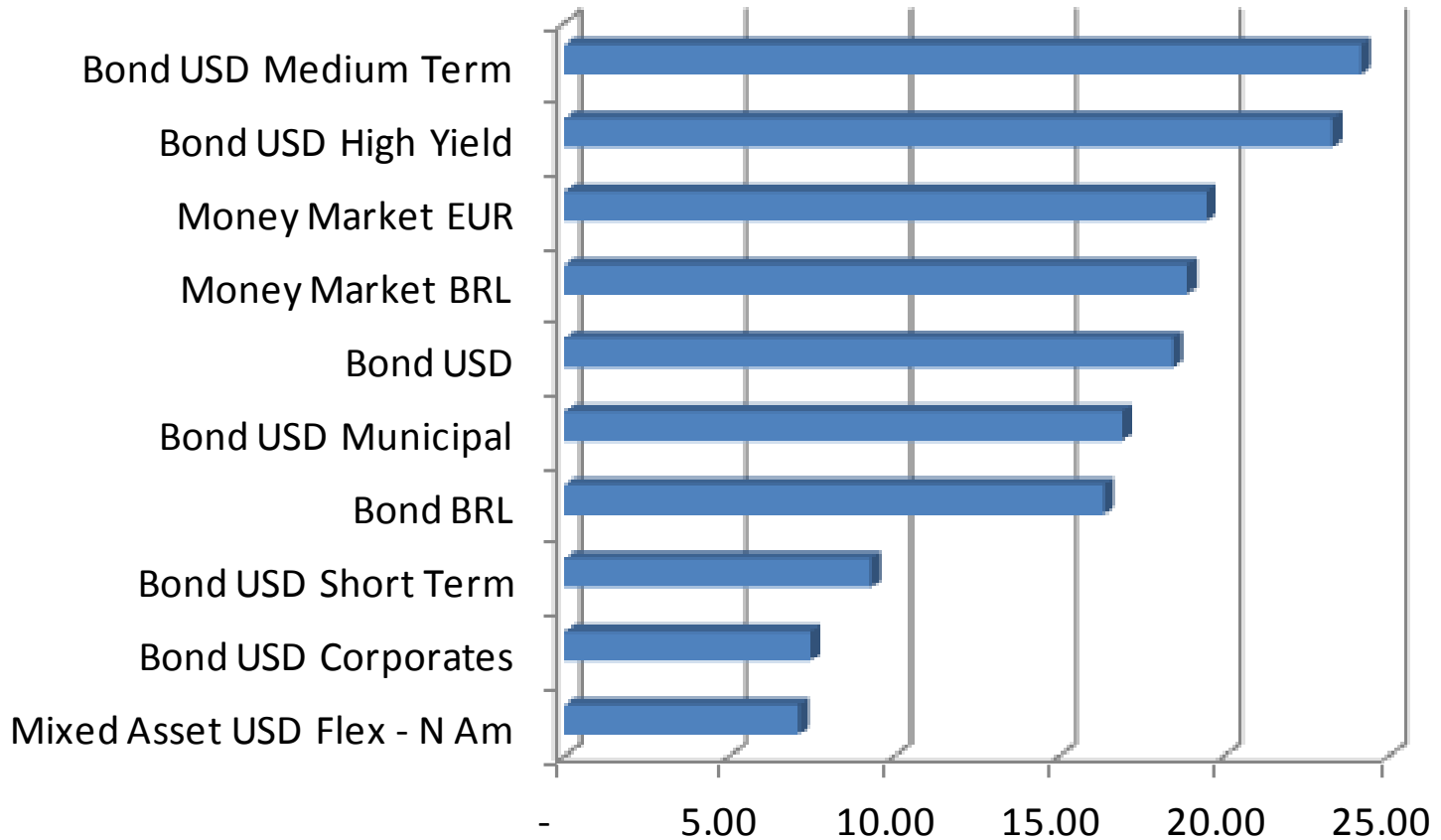
Source: Lipper

# Global Fund Flows (By Region)



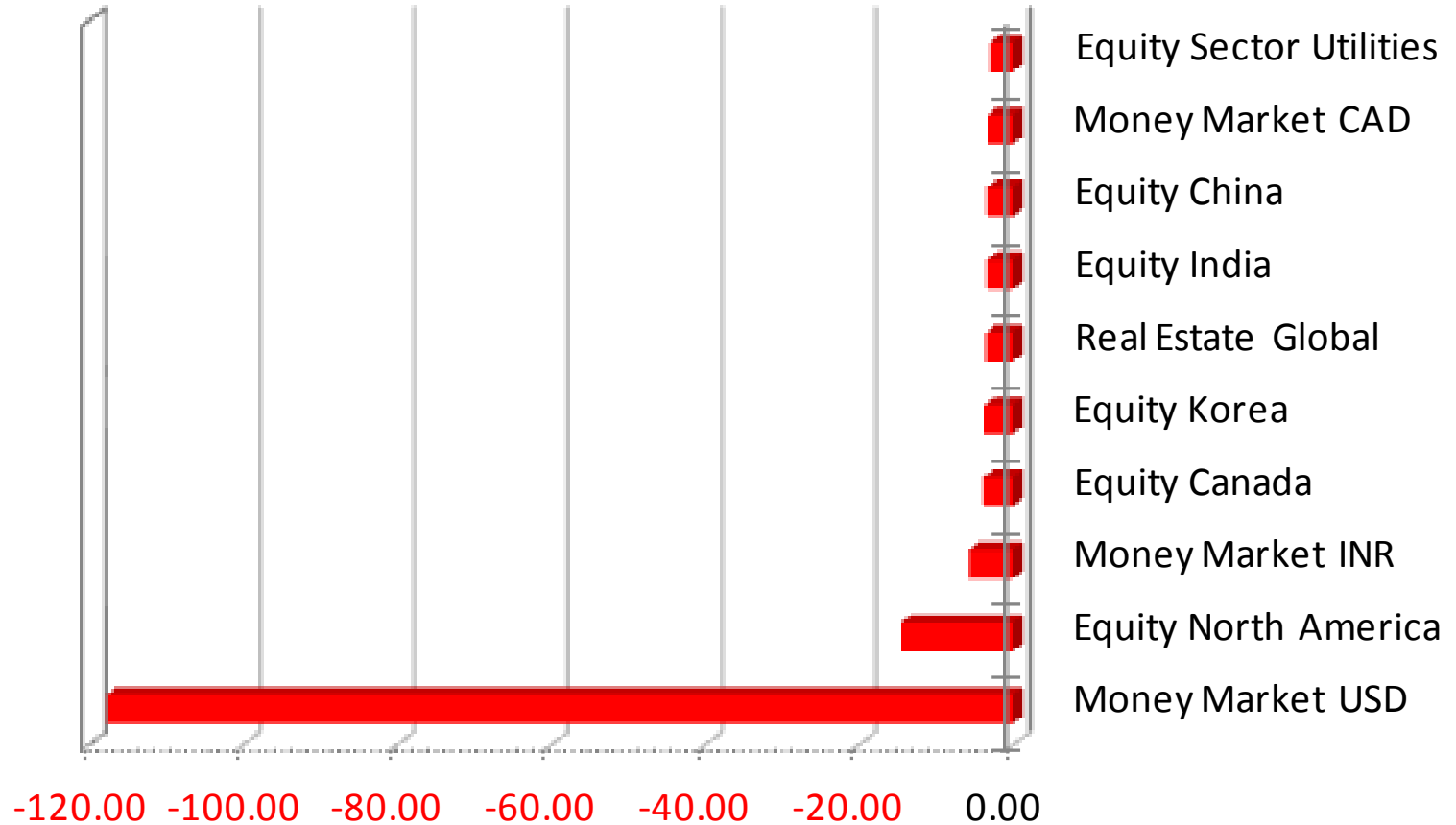
Source: Lipper

# Top 10 Sectors By Fund Inflows Q1 of 2012



Source: Lipper

# Top 10 Sectors By Fund Outflows Q1 of 2012



Source: Lipper





# Fund Industry Development and UCITS Sales Globally

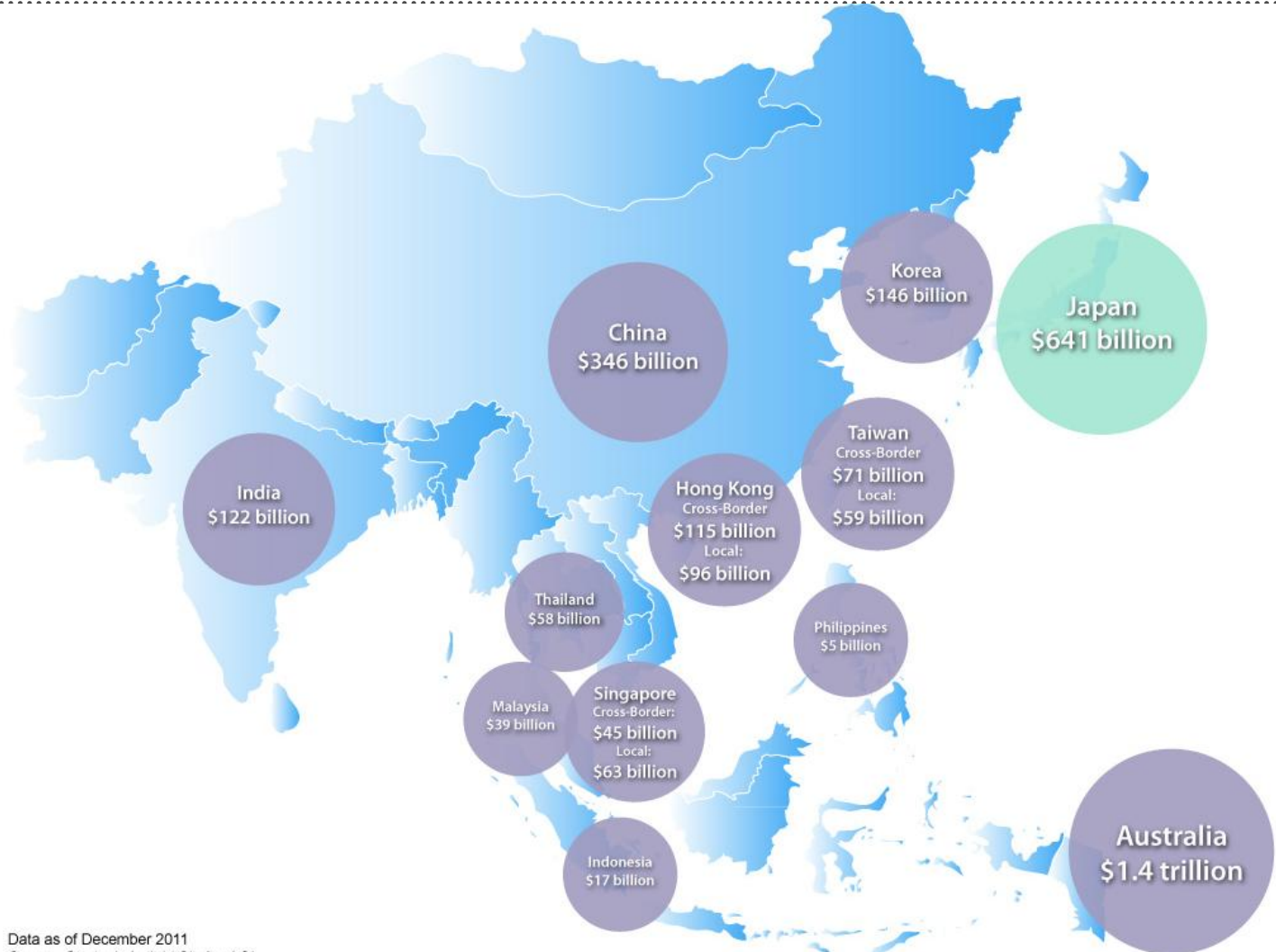
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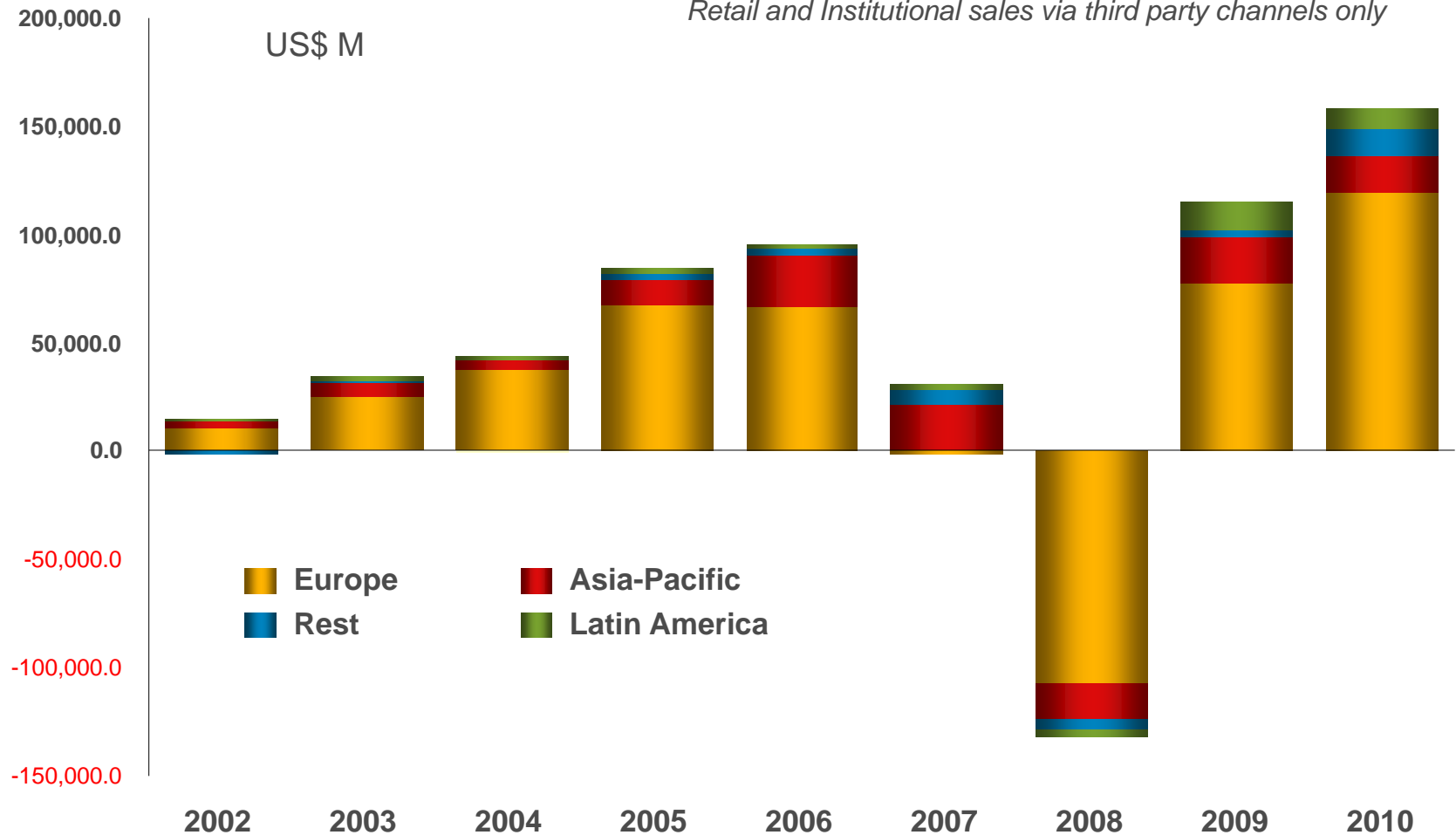
# Mutual Fund Assets in Asia's Markets



Data as of December 2011

# Cross-border UCITs Net Sales (By Region)

*Retail and Institutional sales via third party channels only*



## UCITs Top Selling Markets In 2010

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Top selling markets in 2010 US\$M Gross Sales	
Italy	107,757
Switzerland	68,292
Taiwan	66,971
Germany	62,163
Luxembourg	51,182
Spain	47,080
France	43,063
United Kingdom	33,806
Hong Kong	26,312
Chile	20,463

Source: Lipper FMI SalesWatch Online

## UCITs Top Selling Markets In 2011

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Top selling markets in 2011 US\$M Gross Sales	
Italy	91,976
Switzerland	66,183
<b>Taiwan</b>	<b>51,409</b>
Germany	49,995
Luxembourg	39,732
Spain	32,866
France	26,050
<b>Hong Kong</b>	<b>23,298</b>
United Kingdom	22,581
Belgium	12,923

Source: Lipper FMI SalesWatch Online

## Asia's Fund Channels Trend

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- Most of Asia is bank dominated, but securities houses grow after 2008, especially Japan and Korea.
- Cross-border products dominated Hong Kong, Taiwan and Singapore, where banks dominate, but also have a fairly diverse mix in other distribution channels.
- IFAs play a leading role in India, while first step has taken in China as well.
- 95% of cash concentrates to less than 1% of products, as distributors work with fewer managers and use fewer flagship products.

## Key Success Distribution and Products in Asia

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- Asia drives the worldwide fund industry and its fast growth was led by “**Themes**”
- Asia success distribution cases: Schroders in HK, PIMCO in JP and AllianceBernstein in TW
- Key success products in Asia: High Yield Bond Fund, REITs Fund, Double Decker Fund, Global Bond Fund, Asian Equity Fund

## Success Case Studies

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- Schrodgers in HK – Local to local & global to local partnerships (Asian asset income fund with HSBC)
- PIMCO in JP – Driven by powerful brand around its thought leaders-Bill Gross & Mohamed El-Erian
- Franklin Templeton – Global long-term investment campaigns and education
- AllianceBernstein in TW – A big niche of High Yield, AllianceBernstein Global High Yield Bond Fund results in a 70% limitation for local investors in Taiwan





Thank You

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