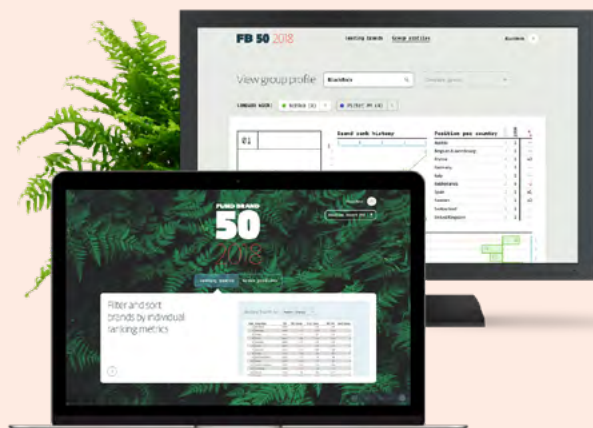


DIGITAL REPORT  
AVAILABLE  
26 MARCH

## How well is your brand connecting with European fund buyers?

In a record-breaking year of new business for the industry, the latest *FB50* rankings reveal the brand winners, losers and rising stars.

Europe's most definitive brand study of third party asset managers profiles the top 50 brands, their position change over the last year and the boutique managers gaining brand recognition and emerging as contenders for the top rankings. Now in its 7th year, *FB50* is Europe's only brand report to give you direct and independent feedback from 70% of Europe's third-party buyers with assets under management of €3.2trn.



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For rapid access to the numbers and analysis that matters most to your business, *FB50* now offers an interactive digital interface. The interface will allow you to interrogate the data and download content in a PDF format, enabling you to compare fund group profiles at a glance and to analyse the success factors behind the top 50 brands.

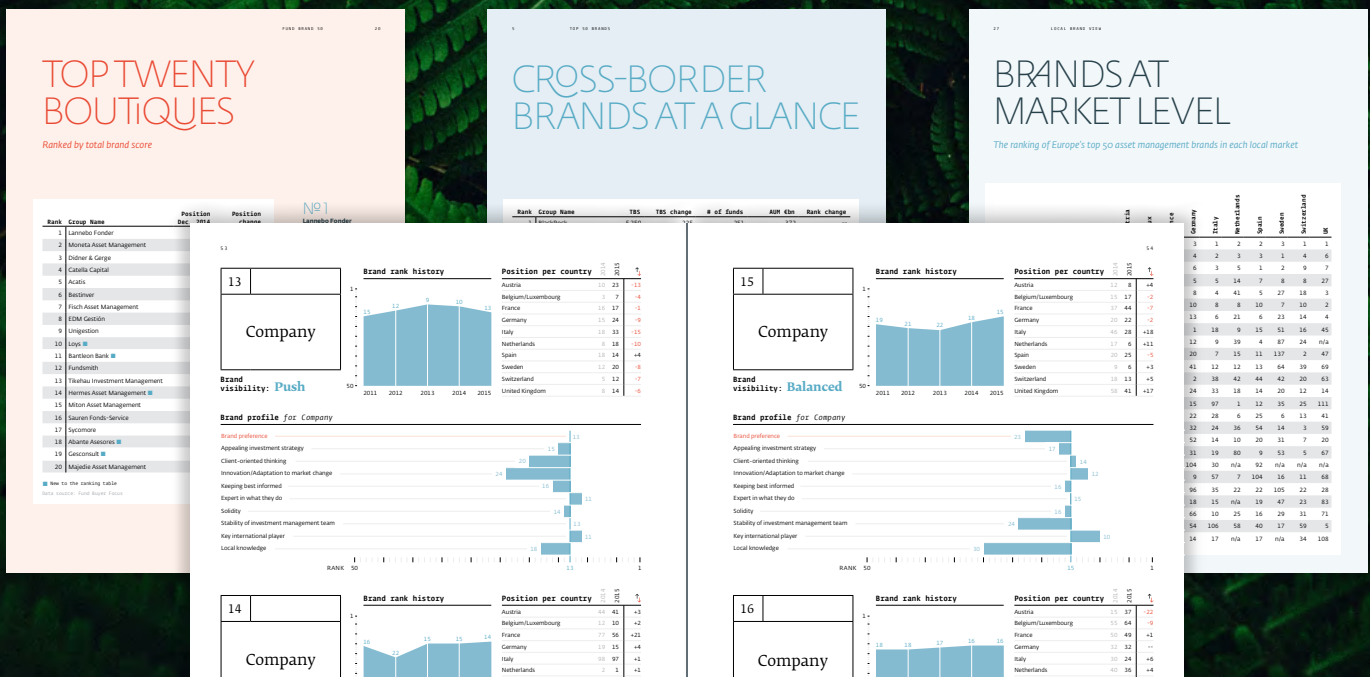
## OUR REPORT WILL HELP

- Benchmark your brand perception against your competitors – in detail
- Accelerate your brand building and recognition with Europe's most influential fund buyers
- Identify the strengths and weaknesses of your brand in the eyes of fund selectors

## FUND BRAND

# 50

# 2018



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