

InstiHub

INTELLIGISING INSTITUTIONAL ASSET MANAGEMENT

Game Changing Market and Business Insights Powering Institutional Asset Managers' Success Worldwide.



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WHAT WE DO

instiHub gives Market Intelligence and actionable Business Insights to the worldwide institutional asset management industry.

Delivering value while protecting participants' interests

We collect quantitative and qualitative data points from industry participants. We then standardise, clean and aggregate these to present a one-stop picture of the entire industry to our clients. instiHub's members entrust to us proprietary, confidential data such as assets and flows which we anonymise. This process protects confidentiality without compromising the value our clients derive from their analytics.

Assured data quality

instiHub draws on decades of experience working within asset management businesses

across the globe and building market insight analytics tools for the industry. We are uniquely well positioned to ensure that only the highest quality data inputs underpin the market intelligence we provide to you.

Beyond market intelligence

Market intelligence is only the beginning of what we offer. Made possible by instiHub's deep understanding of revenue and cost drivers within asset management, we produce actionable business insights that help you drive your success.

WHAT MAKES US DIFFERENT?

instiHub exists for your success

We have a mission to fulfil, not just another product to add. That mission is delivering the high quality quantitative tools asset managers need to inform decisions that enhance economic outcomes for their institutional businesses worldwide.

This is our sole focus without the distractions of juggling research report publishing and consulting work at the same time.

Deep understanding of your business drivers and challenges

The team has a long history of working in a variety of senior roles within asset management businesses across European and Asian markets and understands the revenue, cost drivers and KPIs for their management better than our competitors.

Insights, not just Intelligence from data

With this understanding we transform observable trends and intelligence into actionable insights. Examples are the use of data for budget setting and performance benchmarking and adjusting forecasts. Incentives for and motivation of frontline sales and client service staff can often be optimised. By basing goals on a firm's realistic position in the competitive landscape you can set ambitious yet achievable targets that are less prone to gaming.

Experience building high quality, reliable database solutions

Team members have prior experience of developing and successfully embedding high quality data-based intelligence tools into asset managers' workflow of analytical activities. We understand and live the importance of

avoiding 'garbage in, garbage out' where others lack systematically built-in quality control processes.

Strong across markets in Europe, Asia and North America

Important in our success is a culturally diverse background and the strong and trusted relationships we have built across major European, Asian and North American markets – regions that others have no strong reach into.

Trusted partner for the long-term

This unique DNA in conjunction with our long-term vision and development plans for expanding across regions and into individual markets as well as tools that can look into the future is what sets us apart from data providers as you have experienced them.

SOLUTIONS

instiHub gives two solutions: a powerful insights database and institutional asset management reports.



Powerful Database



Industry Snapshot Reports

Powerful Database

“How do trends affect me?”

You can use the instiHub database to conduct customised Market Intelligence analysis that informs your strategic planning, budget setting and new market entry or product development decisions.

“What should I do to optimise my outcome?”

Senior Executives and Analysts can use the database as a Business Insights tool. Drill down into the data, seeing your business afresh in the context of your competition. You are able to benchmark your own sales or investment performance with a specific investment strategy against your peer group in a certain

market or client segment; then use these insights to determine your revenue goals or sales tactics and monitor how you progress. Or use the information to decide how to spend your marketing budget and price your services.

Industry Snapshot Reports

Discover information about changing industry trends and their drivers to spot missed opportunities or areas of concern early in their development. You can also use this information to inform high level business planning and management.

WHAT WE STAND FOR

Dedication to clients' needs



Independence



Passion for quality and accuracy



Long-term commitment and development



BENEFITS

instiHub enhances your ability to boost economic results through customisable, actionable insights.

What is the key benefit?

Your ability to take better strategy, product, sales, marketing and business decisions that increase your revenue and optimise your investment.

Market Intelligence

The database solution is ideal to answer specific questions such as:

- ▶ Which institutional investor types are the largest holders of multi-asset strategies in the Nordic markets?
- ▶ How crowded is the international equities space in Asia?
- ▶ If I want to expand into France, which strategies do insurers buy?
- ▶ In which markets will I be most successful with institutional share classes of my pooled funds?

Business Insights

- ▶ Plan and manage your business in the context of the wider industry.
- ▶ Use the database solution to answer these and similar questions:
 - ▶ KPI management: what is my share in specific markets and investor segments today and how does that shift over time?
 - ▶ How does my performance compare in the market?
 - ▶ Should I develop a new product or discontinue an existing one?
 - ▶ Are revenue or sales goals realistic, given my market share and demand for the types of solutions I offer in a given region or market?
 - ▶ In which markets and on which investment strategies should I spend my marketing budget?

Join the instiHub community today



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