

PRESS RELEASE

EMBARGOED UNTIL THURS 17TH MARCH 2011 8AM

THE DISTRIBUTION REPORT – A MUST-READ FOR ALL THOSE IN THE FUND INDUSTRY

Fund investment has become the cornerstone of UK consumers' savings and investment strategies over the last three years. Low interest rates, falling residential property values and the withdrawal of National Savings & Investments Index Linked Savings Certificates is encouraging people to look to investment funds for both income and capital growth to maintain the real value of their savings.

Asset managers have seen their sales grow rapidly. But they have remained largely in the dark as to the success rates of different distribution channels such as IFAs, wealth managers, and life and pensions providers. And even more so, their ability to drill below the surface and find out who is selling and how the profile of these sales is changing is limited. The newly launched Distribution Report, a quarterly publication from Fundscape (producers of the Pridham Report) in association with Matrix Solutions, is designed to provide managers and distributors with the answers.

Bella Caridade-Ferreira, director of Fundscape, explains "The Distribution Report will draw on the unique data set created by Matrix (Financial-Clarity) using actual fund sales collected from financial product providers and platforms combined with the Matrix Financial Intermediary Database. It will put the figures in context and provide manufacturers and distributors with the insight they need to track where their sales are coming from and key future trends."

The Matrix Financial-Clarity product is a rich bank of statistical information on the distribution of fund flows, which Fundscape, a leading analyst of UK fund market data, will be putting into context in the Distribution Report. Only available to Matrix subscribers, this report is a must-read for asset managers, platform providers and life and pension groups.

Ian Beaumont, CEO of Matrix Solutions says “We are very excited to work with Fundscape on this new initiative. They have an established track record providing market leading insight and commentary through the Pridham Report. Financial-Clarity allows them to extend their analysis and provide valuable insight into the retail distribution landscape that should be of immediate benefit to all our subscribers. “

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Notes to Editors:

About Matrix Solutions. Matrix Solutions was founded in 1985 to meet the demand of the financial services industry for quality information on affluent private investors and financial intermediaries. With over 25 years’ extensive experience and a strong reputation in the financial services industry, Matrix is firmly established as one of the UK’s leading Customer Intelligence companies delivering proven information solutions across a number of industries. The company focuses on improving our clients’ understanding and management of customers and sales channels, delivering operational cost savings and driving top-line revenue growth.

About Financial-Clarity: Financial-Clarity is a suite of revenue-driving business intelligence tools for the UK financial services industry. It features three component parts:

- 1) A secure data hub containing aggregate market sales data from financial product providers and platforms in the UK;
- 2) The Matrix Financial Intermediary Database (MFID) — the UK’s most comprehensive intermediary database with up-to-the-minute market intelligence on outlets;
- 3) A web-based interface providing easy access to the analysis of own sales and aggregated market intelligence that can be seamlessly integrated with your systems and CRM software. For further details on Financial-Clarity, please visit: www.financial-clarity.com.

About Fundscape: Fundscape provides informed analysis, comment and insight into the UK fund industry and other fund markets globally. Its activities include the publication of several regular reports including the Pridham Report, which is unique in monitoring actual fund flows in the UK, and the Platform Report, which provides in-depth coverage of the burgeoning platform and wrap market. For more information on Fundscape, please visit: www.fundscape.co.uk.

About the Distribution Report: The Distribution Report is a quarterly subscription-based publication. It is a closed user-group publication with restricted circulation, which means that prospective subscribers must also subscribe to Financial-Clarity.