



# HOW WELL DO YOU KNOW YOUR MAIN COMPETITORS?

Put your own strategy on a  
sound basis with Fundscape's  
Competitor Assessment Reports



FUNDSCAPE



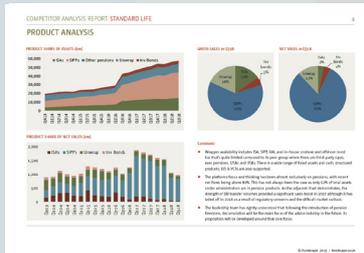
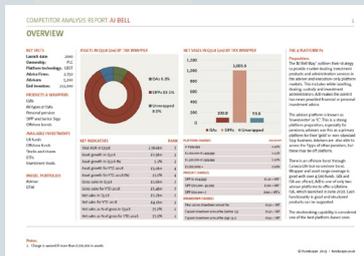
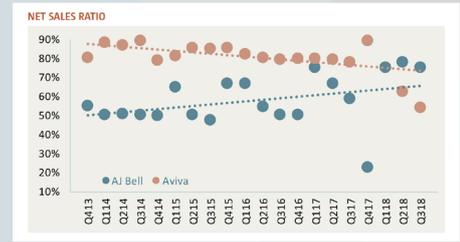
# COMPETITOR ASSESSMENT REPORTS

On platforms, resource for market intelligence and competitor insight is often non-existent or spread exceptionally thin. What's more, gathering and collating data can leave little time for the things that matter – your platform proposition and strategy.

Fundscape's new CAR range (Competitor Assessment Reports) is designed to take the weight off your teams and provide fresh, timely and detailed analytical reports on your competitors, freeing your team to concentrate on what matters – developing a long-term sustainable future for your platform.

Published in landscape format, the CARs are a unique, content rich mix of commentary, data and charts covering the following topics:

- Summary overview
- The 4 platform Ps (proposition, pricing, penetration and profitability)
- Historical trends
- Product and channel analysis
- Competitor dashboard
- Key financial indicators and analysis
- SWOT analysis
- Commentary, insight and more.



Q3 2018	AVIVA					AJ BELL					JAMES HAY										
	QOQ %	QOQ £m	YOY %	YOY £m	Mkt share Q318	Indicator	Rank Q318	QOQ %	QOQ £m	YOY %	YOY £m	Mkt share Q318	Indicator	Rank Q318	QOQ %	QOQ £m	YOY %	YOY £m	Mkt share Q318	Indicator	Rank Q318
ALJA	3.0	0.7	32.7	5.7	3.7	●	10	5.2	1.9	24.8	7.7	6.1	●	7	1.1	0.3	7.3	1.8	4.2	●	9
Gross sales	-11.8	-0.2	-36.0	-0.7	4.4	●	9	-11.1	-0.2	-33.3	0.4	5.6	●	7	-17.6	-0.1	-32.7	-0.3	2.0	●	13
Net sales	-23.6	-0.2	-55.7	-0.8	7.1	●	6	-14.3	-0.2	-71.4	0.5	12.7	●	2	-7.8	0.0	-47.3	-0.3	3.4	●	11
Net-gross ratio	53.8		76.5			●	6	75.0		62.5			●	1	55.5		56.9			●	5

What's more, the CARs are available at competitive charges, and can be tailored to suit:

- Compare and contrast competitor data with your own
- Select different competitors in the dashboards
- Or use your own CAR as an independent overview to be shared with clients, fund groups and future prospects.

These are not any reports; these are Fundscape reports.

## ORDER FORM

Annual subscription for one platform: £2,000 per year (£500 per quarterly issue)

Additional platforms: 10% discount per platform per year up to 9 platforms

5 multi-pack: £7,500

Bulk subscription: 10+ CARs: £18,000

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## About Fundscape

Established in October 2010, Fundscape is a research house specialising in the end-to-end research and analysis of the UK fund industry. It is the publisher of the quarterly Fundscape Platform Report, widely regarded as the industry benchmark for platform data and statistics in the UK. With over 50 years' experience between them, the team is well placed to provide unique insight into asset management and distribution trends, including product development, distribution and marketing.



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