

Simfund

Global Business Intelligence for the Asset Management Industry

Simfund provides actionable global business intelligence and transparency into the Asset Management industry through integrated datasets, analytics and workflow solutions. With comprehensive coverage of over 116,000 funds, ETFs, and financial products representing over \$67T in AUM across 40 markets and 3,000+ markets, Simfund empowers strategic business planning and reporting, actionable competitive intelligence, market sizing and benchmarking, and identification of opportunities to build market share and drive growth.

Why Simfund?

- Comprehensive integrated datasets available on one integrated platform.
- Extensive and customizable peer group and competitive benchmarking.
- Unique analytics that help you identify market opportunities faster.
- Flexible and configurable analytics, tools and dashboards.
- Enhanced Workspace for dynamic creation and sharing of workbooks.
- Retail and institutional vehicle coverage on one platform.
- Data quality and accuracy delivered through a highly experienced team.
- Actionable and insights powered by Simfund data, with access to ISS MI MarketSage research platform.

Actionable Use Cases Include:



PRODUCT STRATEGY AND DEVELOPMENT

- Size your addressable market and identify opportunities to increase global market share.
- Assess which products to develop and which markets to enter.
- Monitor characteristics of top-selling funds and new fund entrants to the marketplace.
- Identify acquisition candidates or potential product line consolidation.



COMPETITIVE INTELLIGENCE/BENCHMARKING

- Identify which competitor funds are outperforming in their respective asset classes.
- Understand who is winning/losing fund flows.
- Track your firms and products market share and rankings versus your peers.
- Learn how fees differ at share class levels and benchmark fees and expenses across custom peer groups that you define.



STRATEGY AND FINANCIAL PLANNING

- Stay ahead of industry trends and flows, and drill down into key metrics to deepen insights.
- Leverage integrated datasets and workflows to empower ongoing planning and reporting.



IDENTIFY NEW MANDATE OPPORTUNITIES

- Size, identify and target new fund of funds and sub-advised mandates and leverage historical fee database to optimize pricing.
- Evaluate fund flows across multiple dimensions to optimize product distribution efforts.

The most comprehensive view of local funds,
cross-border funds and ETFs globally.

Open-End Funds

Closed-End Funds

Mutual Funds

ETFs

ADDITIONAL GLOBAL MODULES AVAILABLE

Responsible Investing Data
(ESG, SFDR)*

Fund of Funds

Fees and Expenses
(UK and Irish Domiciled-Funds)

Australia Datasets

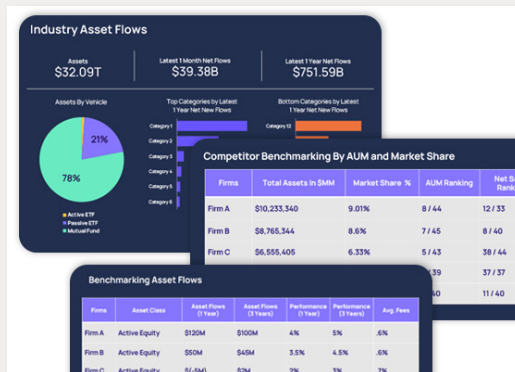
Global Cross-Border
Sales Consortium

Canada Datasets

*Responsible Investing Data included across key datasets.

Integrated Platform with Enhanced Analytics

The Simfund platform integrates proprietary data on a global scale, across retail and institutional vehicle types, and aggregates data from over 15 external sources including ISS MI, Morningstar, LSEG Lipper and ICI.



Market Sizing and Trend Analysis

Size the market by various asset classes or vehicle types. Identify your market share and that of your competitors. Identify and forecast growth opportunities to gain market share.

Benchmarking and Competitive Intelligence

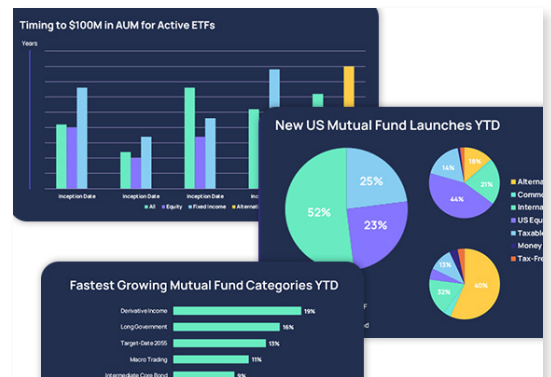
Benchmark your funds against the market and peer groups. Know exactly which competitors are gaining or losing flows and how it may potentially impact your funds. Dig deeper to understand competitor profiles and factors driving changes in relative asset and product flows.

Product Strategy and Development

See how money is flowing so you can identify new opportunities and optimize your product offering to capture market share. Use enhanced analytics to benchmark time to reach critical AUM targets across asset classes and vehicles.

Identify New Product, Market and Mandate Opportunities

Visualize distribution trends, analyze new market entries, identify organic growth, and review M&A opportunities. Drive growth and gain a competitive advantage through product consolidation. Identify and target fund of fund mandate opportunities.



[Learn More About Simfund Global](#)

About ISS Market Intelligence

ISS Market Intelligence (MI) is a leading provider of data, insights, and market engagement solutions to the global financial services industry. ISS MI empowers asset and wealth management firms, insurance companies, distributors, service providers, and technology firms to assess their target markets, identify and analyze the best opportunities within those markets, and execute on comprehensive go-to-market initiatives to grow their business. Clients benefit from our increasingly connected global platform that leverages a combination of proprietary data, powerful analytics, timely and relevant insights, in-depth research, as well as an extensive suite of industry-leading media brands that deliver unmatched market connectivity through news and editorial content, events, training, ratings, and awards.