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New Data from Broadridge's Access Data Reveals More Than 30% Growth in 2012 for Stock and Bond Mutual Fund & ETF Assets for Independent Broker-Dealer and RIA Channels

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LAKE SUCCESS, N.Y., March 14, 2013 /PRNewswire/ -- Total stock and bond mutual fund and ETF assets distributed by independent/regional broker-dealers and registered investment advisors (RIAs) grew at more than twice the rate compared to the wirehouse channel during 2012, according to newly released data from Access Data, a Broadridge Financial Solutions (NYSE: BR) company and leader in enterprise data management, analysis and reporting for the financial services industry.

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"Independent/regional broker-dealers and RIAs have become an increasingly important distribution channel for mutual fund and ETF firms. By better understanding which channels are driving the most sales, firms can identify their best prospects and opportunities in this increasingly competitive environment," said Frank Polefrone, Senior Vice President, Access Data.

Long term mutual fund and ETF assets with independent/regional broker-dealers and RIAs accounted for more than $3 trillion, or approximately 40% of total long term mutual fund assets held on the books of third party distributors at the end of 2012. The assets held by independent/regional broker-dealers and RIAs grew 33% and 32% in 2012, respectively. This data, organized by product type and distribution channels, is among the unique detailed insights provided by Access Data's Market Intelligence offering.

Access Data's Market Intelligence offering provides a complete industry view, tracking more than 90% of long term mutual funds and ETF assets under management. Strengthened by a partnership announced last year with Strategic Insight, an Asset International company, Access Data offers a comprehensive offering with industry asset and net new flow information for mutual funds and ETFs, segmented by distribution channels and financial intermediary firms. More than 80 fund and ETF firms now rely on Access Data for increased visibility into market share information by product type and distribution channel to uncover growth opportunities.

"The independent/regional broker-dealer and RIA channels attracted the highest net inflows into stock and bond mutual funds of any channel during 2012, with $67 billion and $56 billion of net deposits, respectively," said Avi Nachmany, Executive Vice President and Director of Research at Strategic Insight. "Distribution data in the form of bottom-up granularity by BD and RIA firms offered by Access Data is now combined with Strategic Insight's top-down analytics and integrated data. Leveraging such details about fund distribution, which in many cases were not available previously, allows mutual fund managers small and large to identify the most profitable growth opportunities by channel, distributor, and product type. This new data transparency allows senior management to make better strategic decisions, and sales management to execute more profitably on that strategy."

Access Data's Market Intelligence offering delivers data transparency for omnibus accounts across the widest store of distributor data of long-term mutual fund and ETF assets distributed through third parties, including RIAs and independent broker-dealers. The solution tracks asset positions and net flows, calculates market share by channel, intermediary and product, performs peer group comparisons and analysis by Morningstar category, and estimates market penetration down to the firm and office location.

Additionally, mutual funds and ETFs can gain competitive market advantage in new market segments and create territory optimization plans that align sales resources to growth channels and regions. "Now, firms can confidently deploy resources where they will be most effective – and pinpoint their best opportunities to sell specific products," added Mr. Polefrone.

About Access Data
Access Data Corp., a Broadridge Company, is a leader in enterprise data management, analysis and reporting for the financial services industry - providing data and reporting solutions covering 90% of all long term fund assets and 95% of all ETF assets. Leading asset management firms and financial intermediaries utilize Access Data's proprietary technology and services to gain visibility into how sales and assets are generated and address a myriad of challenges in distribution, compensation management and compliance and risk management. Access Data's flagship product, Access Data SalesVision® provides comprehensive storage and analysis solutions, delivering web-based reporting as Software as a Service. Please visit, www.accessdc.com.

About Broadridge
Broadridge Financial Solutions, Inc. (NYSE: BR) is the leading provider of investor communications and technology-driven solutions for broker-dealers, banks, mutual funds and corporate issuers globally. Broadridge's investor communications, securities processing and operations outsourcing solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 90% of public companies and mutual funds in North America, and processes more than $4.5 trillion in fixed income and equity trades per day. Broadridge employs approximately 6,200 full-time associates in 13 countries.

For more information about Broadridge, please visit www.broadridge.com.

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