

Blockbuster Year for Mixed Asset Funds In European Investment Inflows in First Half of 2015, According to Broadridge Financial Solutions

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LONDON, Sept. 24, 2015 /PRNewswire/ -- Mixed asset mutual funds drove the bulk of long-term net inflows from European investors through July 31, 2015, according to new data released in two reports from [Broadridge Financial Solutions, Inc.](#) (NYSE:BR). The [European Fund Market Mid-Year Review](#) and [July 2015 FundFlash Monthly Snapshot](#) reports both detail continued momentum in mixed asset products - those that invest in equities, bonds, cash and other funds - and strengthening equity investments following June's market correction.

Broadridge's European Fund Market Mid-Year Review and FundFlash – formerly published by Thomson Reuters Lipper – offer a high-level overview of European fund and ETF investment trends. The reports include commentary and insight based upon a new partnership between Broadridge and MackayWilliams LLP, a leading mutual fund market analysis and research company firm for the domestic pan-European and cross-border fund markets.

Additional findings from Broadridge's reports include:

- Investors pumped €55bn into European investment funds including €31bn into long term funds in July
- Mixed asset products accounted for 55 percent (€124bn) of total inflows in the first half and 23 percent (€7bn) in July
- The top three markets by estimate net sales in July were Italy, Germany, and the United Kingdom
- The top fund firms by sales in July were BlackRock, DeAWM, GAM Holding, Intesa and Vanguard

"It's been a challenging year for asset managers in Europe with some periods of intense market volatility and increasing competition coming from the banks," said Diana Mackay, chief executive officer of MackayWilliams, "But low interest rates continue to drive flows into retail funds and mixed asset funds, in particular, are having a blockbuster year."

"Our new partnership with MackayWilliams follows our recent acquisition of the Fiduciary Services and Competitive Intelligence unit from Thomson Reuters' Lipper division," said Frank Polefrone, senior vice president of Broadridge's data and analytics business. "Together, these investments demonstrate our ongoing commitment to providing our clients with innovative data, analytics and insights to enhance their sales efforts."

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 managed services solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With over 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 on average \$5 trillion in equity and fixed income trades per day. Broadridge employs approximately 7,400 full-time associates in 14 countries. For more information about Broadridge, please visit www.broadridge.com.

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