

2010 Cerulli Research Agenda by Product Line

Updated 7/10

Prices and titles are subject to change

Thematic Reports

Thematic reports provide readers with an in-depth look at a specific topic. They include case studies and actionable recommendations. Topics vary each year.

	U.S. Topics	Release	Cost
1.	Managed Accounts: Asset Manager Distribution Roadmap	July	\$12,000
2.	State of Wholesaling	.3Q	\$12,000
3.	Institutional Products and Services	.3Q	\$12,000
4.	Small and Mid-Sized Retirement Plan Markets	.3Q	\$12,000
5.	Annuity Distribution Opportunities	.4Q	\$12,000
6.	The Future of Retail Products: Securing Shelf Space through Product Design	.4Q	\$12,000
	International Topics		
7.	Asia Pensions: An Emerging Opportunity	February	\$12,000
8.	Global Sovereign Wealth Funds	July	\$12,000
9.	Opportunities in European Corporate DC Pension	July	\$12,000
10.	European Fund of Funds	.3Q	\$12,000

Special Reports

Special Reports are shorter than Thematic Reports and provide firms with analysis on the industry's most urgent topics and trends. Cerulli anticipates releasing 10 special reports in 2010. Prices, topics, and release dates will vary.

Evaluating Your Variable Annuity Product Line	February	\$6,000
Collective Trust Funds	March	\$6,000
European Multi-Asset Investment Strategies	March	\$6,000

Quantitative Updates

Quantitative Updates are subscription-based, annual reports that provide comprehensive metrics and analysis for business planning and strategic development. Subscriptions include online access to prior releases, related thematics, and a data supplement.

Subscription Based

	U.S. Topics	# of Titles Included	Release	Cost
11.	Retail Alternative Products and Strategies	4	March	\$14,000
12.	Annuities and Insurance	8	April	\$14,000
13.	Retail Investor Product Usage	7	June	\$14,000
14.	Retail Products and Strategies	9	July	\$14,000
15.	The State of U.S. Retail and Institutional Asset Management	13	.3Q	\$14,000
16.	Intermediary Markets	13	.3Q	\$14,000
17.	Retail Product Marketing and Sales Organizations	6	.4Q	\$14,000
18.	Retail Investor Provider Relationships	7	.4Q	\$14,000
19.	Managed Accounts	16	.4Q	\$14,000
20.	High-Net-Worth and Ultra-High-Net-Worth Markets	7	.4Q	\$14,000
21.	Advisor Metrics	9	.4Q	\$14,000
22.	Retirement Markets	16	.4Q	\$14,000
	International Topics			
23.	Asset Management in Southeast Asia	4	May	\$14,000
24.	Global Markets	14	June	\$20,000
25.	Latin American Distribution Dynamics	8	.3Q	\$14,000
26.	Asian Distribution Dynamics	9	.4Q	\$14,000
27.	China	6	.4Q	\$14,000
28.	Institutional Asset Management in Asia	3	.4Q	\$14,000

Cerulli Edge Series

The Cerulli Edge is our series of seven monthly and quarterly publications that provide regular coverage of the most pressing issues and trends in asset management and distribution.

Subscription Based

1.	U.S. Asset Management Edition	monthly	\$13,000
2.	Advisor Edition	quarterly	\$6,000
3.	Managed Accounts Edition	quarterly	\$6,000
4.	Retirement Edition	quarterly	\$6,000
5.	Global Edition	monthly	\$15,000
6.	Asia-Pacific Edition	quarterly	\$6,000
7.	Europe Edition	quarterly	\$6,000

For a complete list of available research, including samples, please visit our website at www.cerulli.com, or contact

Marketing & Business Development, CAmarketing@cerulli.com ☎ +1 617-437-0084



2010 Cerulli Research Agenda by Practice

Updated 7/10

Annuity and Retirement Income

Special Report: Evaluating Your Variable Annuity Product Line	February	\$6,000
Quantitative Update: Annuities and Insurance	April	\$14,000
Annuity Distribution Opportunities	4Q	\$12,000

Asset Management

(Institutional & Retail)

Cerulli Edge—U.S. Asset Management Edition	Monthly	\$13,000
Quantitative Update: The State of U.S. Retail and Institutional Asset Management	3Q	\$14,000
Institutional:		
Special Report: Collective Trust Funds	March	\$6,000
Institutional Products and Services	3Q	\$12,000
Quantitative Update: High-Net-Worth and Ultra-High-Net-Worth Markets	4Q	\$14,000
Retail:		
Quantitative Update: Retail Alternative Products and Strategies	March	\$14,000
Quantitative Update: Retail Products and Strategies	July	\$14,000
The Future of Retail Products: Securing Shelf Space through Product Design	3Q	\$12,000
Quantitative Update: Retail Product Marketing and Sales Organizations	4Q	\$14,000

Intermediary

Cerulli Edge—Advisor Edition	Quarterly	\$6,000
Quantitative Update: Intermediary Markets	3Q	\$14,000
State of Wholesaling	3Q	\$12,000
Quantitative Update: Advisor Metrics	4Q	\$14,000

Managed Accounts

Cerulli Edge—Managed Accounts Edition	Quarterly	\$6,000
Managed Accounts: Asset Manager Distribution Roadmap	July	\$12,000
Quantitative Update: Managed Accounts	4Q	\$14,000

Retail Investor

Quantitative Update: Retail Investor Product Usage	June	\$14,000
Quantitative Update: Retail Investor Provider Relationships	4Q	\$14,000

Retirement

Cerulli Edge—Retirement Edition	Quarterly	\$6,000
Small and Mid-Sized Retirement Plan Markets	3Q	\$12,000
Quantitative Update: Retirement Markets	4Q	\$14,000

International

Cerulli Edge—Global Edition	Monthly	\$15,000
Cerulli Edge—Asia-Pacific Edition	Quarterly	\$6,000
Cerulli Edge—Europe Edition	Quarterly	\$6,000
Asia Pensions: An Emerging Opportunity	February	\$12,000
Special Report: European Multi-Asset Investment Strategies	March	\$6,000
Global Sovereign Wealth Funds	July	\$12,000
Opportunities in European Corporate DC Pension	July	\$12,000
European Fund of Funds	3Q	\$12,000
Quantitative Update: Asset Management in Southeast Asia	May	\$14,000
Quantitative Update: Global Markets	June	\$20,000
Quantitative Update: Latin American Distribution Dynamics	3Q	\$14,000
Quantitative Update: Asian Distribution Dynamics	4Q	\$14,000
Quantitative Update: China	4Q	\$14,000
Quantitative Update: Institutional Asset Management in Asia	4Q	\$14,000

For a complete list of available research, including samples, please visit our website at www.cerulli.com

To discuss our research and bundle discounts contact:

Marketing & Business Development, CAmarketing@cerulli.com ☎ +1 617-437-0084



2010 Cerulli Research Agenda Products and Practices

Product types and practice descriptions

Product Types

Thematic Reports

Thematic reports provide readers with an in-depth look at a specific topic. They include case studies and actionable recommendations. Topics vary each year. Cost: \$12,000 per report.

Special Reports

Special Reports are shorter than Thematic Reports and provide firms with analysis on the industry's most urgent topics and trends. Cerulli anticipates releasing 10 Special Reports in 2010. Prices, topics, and release dates will vary. Cost: \$6,000 per report.

Quantitative Updates

Quantitative Updates are subscription-based, annual reports that provide comprehensive metrics and analysis for business planning and strategic development. Subscriptions include online access to prior releases, related thematics, and data supplement.

Cost: \$14,000-\$20,000 per subscription.

Cerulli Edge Series

The Cerulli Edge is our series of seven monthly and quarterly publications that provide regular coverage of the most pressing issues and trends in asset management and distribution. Cost: \$6,000-15,000 per annual subscription.

Practice Descriptions

Annuities and Retirement Income

The annuity and retirement income practice evaluates the development and distribution of retail annuity, life, and long-term care products, with an emphasis on the variable annuity market. Topics covered include retirement income, product development, subadvisory, advisor segmentation, and expense management.

Asset Management (Retail and Institutional)

The institutional asset management practice covers trends in pension funds, insurance companies, endowments, foundations, sovereign wealth funds, investment consultants, subadvisory, public and corporate entities, and the high-net-worth marketplace. The retail asset management practice examines retail third-party distribution and asset managers' role in portfolio construction in both traditional long-only and alternative strategies and asset classes.

Intermediary

The intermediary practice focuses on the distribution of retail asset management topics through financial advisors. Areas of coverage include consumers, advisor practices, broker/dealers, clearing and custody agents, and product manufacturer sales strategies.

Managed Accounts

The managed account practice focuses on the fee-based advisory industry with an emphasis on sponsors (broker/dealer firms) which offer managed account programs and the asset managers who distribute through their platforms. Coverage includes the five types of managed account programs: separate account consultant, mutual fund advisory, rep as portfolio manager, rep as advisor, and unified managed account programs.

Retail Investor

The retail investor practice focuses on the end-investors of retail financial products and services. Coverage includes investor usage of financial products, investor preferences in distribution channels, investor-advisor interaction, investor outlook, and difference among investor segments. Data is collected in partnership with Phoenix Marketing International, one of the fastest growing marketing services firms in the United States.

Retirement

The retirement practice analyzes the public and private defined contribution and defined benefit, and IRA markets. Retirement markets are analyzed on the retirement plan provider, plan sponsor, and plan participant level. Topics covered include collective trust funds, target-date funds, IRAs, and rollovers.

International

The international practice provides strategic market intelligence on some of the most developed and developing asset management industries. Covering Europe, Latin America, and the Asia-Pacific, it provides actionable data and insight on 20 institutional and retail asset management markets.

2010 Cerulli Research Agenda

Prices and titles are subject to change

Thematic Reports

U.S. Titles

Release & Price

- 1. Managed Accounts: Asset Manager Distribution Roadmap** **July, US\$12,000**
The report examines the opportunity for asset management organizations to gather assets through managed account programs. The scope of the report includes separate account asset management, model-portfolio delivery, mutual funds, and ETFs. The report helps asset managers address the channels and programs with accurate expectations of both opportunities and challenges. Sponsors can use the research to gain perspective on different business models and best practices on interacting with asset managers. Data for this report comes from quarterly surveys that have been in circulation for 16+ years of 190 asset managers and program sponsors.
- 2. State of Wholesaling** **.3Q, US\$12,000**
This report examines the intermediary distribution strategies of asset managers and other product providers with special emphasis on developments driven by an increased focus on cost constraints and platform sales. The market plunge of 2008 had a tremendous impact on sales strategies and has caused many manufacturers to fundamentally reconsider their distribution strategies. The report investigates the trends and best practices likely to drive intermediary distribution in the years to come. Data for this report comes from surveys of asset managers, product manufacturers, platform providers, and advisors.
- 3. Institutional Products and Services** **.3Q, US\$12,000**
This report focuses on the products (such as hedge funds, institutional separate accounts, and collective trusts) and services (such as manager selection and plan design) that investment managers are supplying to meet the needs of institutional clients, including defined benefit plans, defined contribution plans, endowments, and foundations. Data for this report comes from surveys of institutional asset managers, investment consultants, and institutional investors.
- 4. Small and Mid-Size Retirement Plan Markets** **.3Q, US\$12,000**
This report analyzes the current dynamics and emerging trends of the small and mid-size 401(k) plan marketplace (plans with between \$1 million/50 employees and \$50 million/1,000 employees). It sizes the addressable and projected opportunities in this segment for assets by flows and sales, plans, and participants. This report also analyzes the driving forces in this market including: third party administrators; bundled vs. unbundled packaging; retirement plan advisors by channel; small/mid plan sponsors; investment products such as target-date funds; fee benchmarking; and rollover metrics. It also reviews the 403(b) marketplace. Data for this report comes from surveys of plan providers, asset managers, and advisors.
- 5. Annuity Distribution Opportunities** **.3Q, US\$12,000**
This report provides a comprehensive analysis of variable (VA) and fixed annuity distribution dynamics, with an emphasis on product positioning of annuities and guaranteed lifetime income products. Through an examination of distribution channels, including retail and worksite, this report provides strategies for expanding distribution through established and new outlets. Topics covered include product development, corporate retirement plans, advisor and investor segmentation, RIAs, wholesaling, and methods VA asset managers can use to bolster opportunities with distribution firms. Data for this report comes from surveys of insurers, VA asset managers, broker/dealers, advisors, and investors. .
- 6. The Future of Retail Products: Securing Shelf Space through Product Design** **.3Q, \$12,000**
This new report helps asset managers secure shelf space by presenting a formula for next-generation product design. Additionally, it forecasts the future mix of assets among domestic and international strategies, equity and fixed income, and traditional and alternative. It examines the factors driving the future of retail product evolution by studying financial advisors' and retail investors' shifting attitudes about mutual funds, ETFs, and other products. Finally, it assesses the changing mix of active and passive approaches, the demand for single strategy versus multi-strategy products, the influence of alternative investments, sales charge structures, and other variables shaping the product landscape.

Thematic Reports

International Titles

Release & Price

- 7. Asian Pensions: An Emerging Opportunity** **February, \$12,000**
This report provides a focused analysis of the asset management opportunities offered by Asia ex-Japan's pension sector. The report sizes total, addressable, and outsourced pension assets on a regional and country-by-country basis. It also includes prognoses, forecasts, and proprietary analyses designed to inform strategic decision-making about which Asian markets offer the best opportunities in the pension sector. The research details best practices for asset managers to adopt to win mandates, and discusses trends in pension mandate demand. The report is based on interviews with pension funds, asset managers, and other stakeholders, as well as being informed by Cerulli's extensive Asia survey work.

2010 Cerulli Research Agenda

Prices and titles are subject to change

- 8. Global Sovereign Wealth Funds**July, \$12,000
While sovereign wealth funds (SWFs) may have been knocked out of the headlines by the global financial crisis, they remain a considerable force in global asset management—and the need to understand them is as important as ever. SWFs vary dramatically in scale, mandate, transparency and governance. This report will examine in detail the 12 largest sovereign funds in the world, from the Middle East to China, Norway to Australia. In each case, the analysis will seek to assess their overall size and the amount of assets that are addressable by fund managers. This Cerulli report will look at their investment style, goals, timeframes, and the way they assess external fund managers with the objective of producing a vital guide for the international fund managers who target sovereign wealth funds as a key part of their asset gathering strategy.
- 9. Opportunities in European Corporate DC Pension**July, \$6,000
The twin effect of an already aging population and a deeply impacted equity market are adding to the pressures to the ongoing shift from a defined benefit to defined contribution pension environment. As a slew of regulatory changes are set to alter the pension landscape dramatically, this Special Report aims to highlight opportunities available by evaluating the roles of consultants and platforms, proliferation of product choices, and the impact on fees. The analysis will cover the largest European pension markets, including the developed Scandinavian region as well as emerging opportunities in the Central Eastern European region. Given the opacity of data, Cerulli will address fundamental issues like market sizing, product choices, and competitive analysis through a series of surveys and interviews with DC pension funds, pension managers, platforms, consultants and other stakeholders.
- 9. European Fund of Funds**3Q, 12,000
One of the most dynamic product segments in the European asset management industry, funds of funds (FOF) have been a mainstay of the industry's product set for over a decade, and continue to grow in importance despite the competitive threat from alternative collective investment options. This Cerulli thematic report will examine funds-of-funds activity in the five largest European markets as well as the cross-border segment. In addition to sizing the market and analyzing product development trends, it will also seek to tackle key issues like profitability from both the fund sponsors' and FOF providers' perspective. The report will also provide industry players with the strategic research tools to evaluate FOF as a key distribution channel across some of the most concentrated markets in Europe.

Special Reports

Release & Price

- Special Report: Evaluating Your Variable Annuity Product Line**February, \$6,000
The variable annuity (VA) industry is at a pivotal point in its history, as years of reactionary product development are beginning to give way to a new era of stabilization and rationalization. In this report, learn how the product development process will evolve in this new stage, with a special emphasis on the influence of key VA features on sales success.
- Special Report: Collective Trust Funds**March, \$6,000
Over the past few years, there has been a resurgence of collective trust funds, or CTFs, in DC plans. But what does that mean for current CTF players and those interested in entering this marketplace? This new special report will define CTFs, size the marketplace, and look at product development and distribution opportunities.
- Special Report: Global Multi-Asset Investing Strategies**March, \$6,000
As more asset management firms embrace the concept of multi-asset investing in a post-financial crisis environment, Cerulli asks in this special report if this trend is a rejection of the multimanager concept, or its next phase of development. Investing across multiple asset classes is well-established, especially with institutional investors; with access to a range of new and exotic asset classes and a supportive regulatory regime that combines the traditional with the alternative, multi-asset investing has found a new impetus. This report, largely focused around trends in the U.K. and Continental Europe but global in its outlook, seeks to establish how resilient this impetus is, as well as define and size this much talked about segment of the asset management industry.

More Special Report titles to be announced.

2010 Cerulli Research Agenda

Prices and titles are subject to change

Quantitative Updates

U.S. Titles

Release & Price

- 11. Retail Alternative Products and Strategies** **March, US\$14,000**
This new annual report examines strategy, size, and innovation surrounding the U.S. retail alternative product landscape. It focuses on trends associated with the development and distribution of various products including alternative mutual funds, exchange-traded funds, structured products, hedge funds, collective trust funds, and other non-registered products. It also provides insights into organizational structures that support these products and advisor opinion and usage. Data comes from multiple surveys of asset managers and advisors.
- 12. Annuities and Insurance** **April, \$14,000**
In its fourth iteration, this annual report provides an examination of the retail annuity and life insurance industries, emphasizing retirement income planning, product development, and product positioning. This report provides insight into the trends that shape the markets for annuities (variable, fixed, and fixed-indexed), life insurance (variable and fixed-indexed), and long-term care insurance in the coming years. Key themes include variable annuity living benefits, variable insurance asset management, qualified annuities and rollovers, advisor segmentation, expenses, and emerging opportunities. The 2010 edition includes the impact of the Pension Protection Act provisions that become effective in 2010. This report is supported by surveys and interviews with asset managers, insurers, broker/dealers, and financial advisors.
- 13. Retail Investor Product Usage** **June, \$14,000**
Developed in partnership with Phoenix Marketing International, this report is Cerulli's second iteration of retail investor-focused research. The report focuses on retail investors' product usage, product preferences, and product awareness. In addition, the report sizes the addressable retail opportunity for each product covered. Products covered include: mutual funds, annuities and insurance, banking, managed accounts, ETFs, hedge funds, and retirement accounts. Attention is given to channels through which investors purchase products, the age and assets of investors who purchase various products, and other key investor profiles. Data for this report comes from Phoenix's ongoing affluent investor survey—the largest of its kind in circulation today.
- 14. Retail Products and Strategies** **July, \$14,000**
In its second iteration, this annual report examines strategy and innovation surrounding the U.S. product landscape. It focuses on key trends associated with the demand for investment products and developments in the areas of investment strategy around various products, including: mutual funds, closed-end funds, retirement income products, target-date and target-risk products, and 529 plans. The report also provides insight into current trends around pricing, product governance, implementation, and the product groups that support these products. Proprietary data comes from a survey of product development industry experts at asset management firms.
- 15. The State of U.S. Retail and Institutional Asset Management** **3Q, \$14,000**
In its sixth iteration, this annual report draws from the breadth of Cerulli's asset management research to provide a quantitative evaluation of the current addressable U.S. asset management landscape, covering all segments and products within the retail and institutional marketplaces. This report breaks down into three sections; the first section includes Cerulli's proprietary model, which is a vehicle-agnostic framework for analyzing the aggregate U.S. asset management landscape. This model analyzes the channels through which assets (both retail and institutional) are distributed—affiliated, third-party, or direct. The second section looks at the business of asset management, with metrics related to marketplace profitability, personnel, and sales organizations. The third section features a traditional U.S. market sizing, with chapters on each of the following: defined benefit; defined contribution; foundations & endowments; subadvisory; IRAs; private client groups; mutual funds; exchange-traded funds; separate account consultant programs; annuities; and hedge funds. Proprietary data comes from surveys of retail and institutional asset management firms and investment consultants.
- 16. Intermediary Markets** **3Q, \$14,000**
In its eighth iteration, this annual report focuses on the distribution of products through financial advisors, including product market sizing, and advisor product usage and preferences. This report provides data on investment products such as mutual funds, managed account programs, alternative investments, retirement plans, and annuities and insurance. Also included is data and analysis on advisor selection criteria, including details and opinions about their distribution of assets to different products. The report also contains data related to the structure of and challenges around product manufacturer wholesaling teams. Though this report is designed to be a stand alone product, it is complementary to its sister publication, *Cerulli Quantitative Update: Advisor Metrics*. Data for this report comes from surveys of wholesalers, national sales managers, and our annual financial advisor survey of over 1000 advisors.

2010 Cerulli Research Agenda

Prices and titles are subject to change

17. Retail Product Marketing and Sales Organizations 4Q, \$14,000

In its fourth iteration, this annual report examines the strategies of asset management firms surrounding their retail sales and marketing organizations. The report looks at the structure, staffing, changes, and challenges that organizations face in today's highly competitive marketplace. The report also examines key developments in the areas of branding, advertising, website enhancements, CRM use, and the RFP process. In addition, the report provides an industry overview of asset growth, while exploring the distribution strategy of asset management firms, and their key groups and functions that support the marketing and sales organization: wholesalers, professional buyer support teams, compliance, and electronic marketing. Proprietary data comes from surveys of marketing and sales organizations within asset management firms.

18. Retail Investor Provider Relationships 4Q, \$14,000

Developed in partnership with Phoenix Marketing International, this report is Cerulli's second iteration of retail investor-focused research. It sizes the addressable asset opportunity for investors in various age and wealth segments. The report focuses on the relationship between investors and their advisors and/or providers and how those are affected by investor preferences. It covers the role and importance of advice, primary and secondary relationships, investor concerns, investor preferences for compensating their advisors/providers, and strategies for addressing and capturing retail investor assets. Data for this report comes from Phoenix's ongoing affluent investor survey—the largest of its kind in circulation today.

19. Managed Accounts 4Q, \$14,000

In its eighth iteration, this annual report dissects the managed account marketplace, providing key business metrics gleaned from Cerulli's managed accounts database. The report assists firms with business strategy creation and validation. It contains analysis and data critical for managed account asset managers and program sponsors, such as market sizing and growth projections, distribution outlet and asset manager dynamics, asset manager business practices, industry economics, fee-based proliferation among advisors and firms, developments in product design and delivery, channel-specific attributes, end-client pricing, and program features. The report leverages Cerulli's ongoing quarterly data collected from over 50 program sponsors and 120 asset managers, along with our annual financial advisor survey.

20. High-Net-Worth and Ultra High-Net-Worth Markets 4Q, \$14,000

In its second iteration, this annual report provides a comprehensive analysis of the high-net-worth (HNW) (NW > \$5 million) and ultra-high-net-worth (UHNW) (NW > \$50 million) marketplace. Focus is given to the UHNW segment including market size, structure, and developments in the United States. Given the recent financial crisis, this year's research pays special attention to changing investor priorities and any resultant disruption to marketshare. Also included is detailed analysis of vehicle usage, fees, and services provided at family offices, wirehouses, and private client groups. The report also discusses third-party asset managers and distribution strategies. Proprietary data comes from surveys of HNW and UHNW providers, including family offices, wealth managers, and asset management firms.

21. Advisor Metrics 4Q, \$14,000

In its sixth iteration, this annual report highlights our quantitative coverage of financial advisors in all channels. The report provides analysis of advisor attributes (career path, licenses, designations, business models, specialization), their books of business (assets under management, client details, compensation, and product and advice offerings), and practice issues (time management issues and compliance constraints). The report also includes the consumer perspective, hot topics affecting advisors' practices, and details regarding advisors' approaches to an increased focus on advice delivery. Though this report is designed to be a stand alone product, it is complementary to its sister publication, *Cerulli Quantitative Update: Intermediary Markets*. Data comes from our annual financial advisor survey of over 1,000 advisors.

22. Retirement Markets 4Q, \$14,000

In its eighth iteration, this annual report provides key metrics such as marketplace growth to date and assets under management for key retirement market segments, as well as other data related to demographic trends occurring within the U.S. retirement markets. This report covers both public and private defined benefit and defined contribution, not-for-profit DC markets, and individual retirement accounts (IRAs). The distribution-related content includes perspectives gleaned from advisors and investment consultants. The report also provides commentary on trends impacting vendors participating in these markets. Proprietary data for this report comes from quarterly surveys of plan providers, asset managers, and our annual financial advisor survey.

2010 Cerulli Research Agenda

Prices and titles are subject to change

Quantitative Updates

International Titles

Release & Price

- 23. Asset Management in Southeast Asia** **May, \$14,000**
In its fourth iteration, this report analyzes the asset management industry in Southeast Asia and includes Malaysia, Thailand, Indonesia, the Philippines, and Vietnam. While most of these markets are still in the early stages of development, Southeast Asia as a whole is emerging as one of the fastest growing sub-regions. Besides regulatory changes, and increasing wealth, this part of Asia provides asset management firms with unique opportunities, such as in the area of Shariah-compliant investments. This report examines, via proprietary surveys and interviews, each market's asset and revenue size, plus product development initiatives, domestic and cross-border opportunities, and distribution strategies.
- 24. Global Markets** **June, \$20,000**
In its eleventh iteration, this annual report provides analysis on the key manufacturing and distribution trends shaping the 20 main asset management markets that Cerulli defines as its global universe. This report is built upon proprietary data from Cerulli's regular survey of global asset managers as well as external data metrics covering market sizing, product trends and distribution dynamics. It also includes analysis of the growing importance of structured products on a global basis. It showcases Cerulli's in-house projection of asset growth, and proprietary model for evaluating marketplace addressability.
- 25. Latin American Distribution Dynamics** **3Q, \$14,000**
In its eighth iteration, this report sizes the six major Latin American asset management marketplaces—Brazil, Mexico, Chile, Argentina, Colombia, and Peru—with a special emphasis on the emerging opportunities for international firms in each. It is developed in partnership with Latin Asset Management. The report provides the strategic advice necessary for evaluating the business potential of these markets, and guidance on how to pursue successful strategies in each. Charts include mutual fund and pension fund data cuts by variables such as distribution channel, investment objective, asset class, exposure to cross-border vehicles, and net new flows. Comparative intraregional favorability ratings round out the report.
- 26. Asian Distribution Dynamics** **4Q, \$14,000**
This Asia ex-Japan-focused report, in its eighth iteration, provides an overview of key asset management trends across the major Asian markets. The focus is on market sizing, product development, and distribution trends. Through these key factors, it provides a research basis for clients to evaluate potential opportunities and challenges. Besides conducting proprietary surveys and face-to-face meetings with asset managers and various industry players, Cerulli has extended its coverage to include fund distributors—in particular the commercial and private banks, given their strong influence in the region, and the revenue potential of each marketplace. This report is essential reading for any firm with an interest in the Asian asset management industry.
- 27. China** **4Q, \$14,000**
In its sixth iteration, this annual report focuses on one of the biggest and most dynamic asset management markets in the region—China. This report evaluates asset growth, product development, and distribution trends, and examines the implications of regulatory change and its impact on future growth. This report also evaluates the joint venture asset management firms in the country, the banking sector, and analyzes the opportunities that insurance and retirement assets present to fund managers. Central to this research are Cerulli's proprietary surveys of asset managers and distribution firms in China.
- 28. Institutional Asset Management in Asia** **4Q, \$14,000**
This report provides analysis of asset management opportunities offered by some of Asia's most important institutions, namely the sovereign wealth funds, pension funds, insurance companies, and corporations. While the report covers all aspects of Asia's growing institutional market, including total assets, asset allocation, product trends and fees, a key element is the sizing of outsourced assets now and Cerulli's prognosis for the future. Cerulli uses its proprietary survey of institutional investors and managers, together with interviews with regulators and other key players, to piece together relevant approaches and strategies for developing products.

2010 Cerulli Research Agenda

Prices and titles are subject to change

Cerulli Edge Series

U.S. Editions

Release & Price

- 1. The Cerulli Edge—U.S. Asset Management Edition**(monthly) \$13,000 annually
This publication, in circulation for more than twelve years, covers a wide range of key financial services industry trends and topics and provides our clients with timely access to our insights and analysis. Each issue is devoted to a different theme, such as the high-net-worth market, wealth management, pricing shifts, fund supermarkets, and distribution channel analysis. This publication allows asset managers, distributors, banks, vendors, and other industry participants to stay ahead of the most important trends impacting their businesses. There is a significant expanded quantitative section that highlights big picture, business, and channel perspectives.
- 2. The Cerulli Edge—Advisor Edition**(quarterly) \$6,000 annually
This publication, in circulation for more than eight years, is built from our expanding proprietary intermediary database. Each issue contains a thematic discussion of topics shaping the industry for both advisors and broker/dealers, including a range of market statistics drawn from ongoing interviews and surveys with thousands of advisors and firms across the industry. Each issue contains a quantitative section dedicated to the latest advisor-related data and analyses.
- 3. The Cerulli Edge—Managed Accounts Edition**(quarterly) \$6,000 annually
This publication, in circulation for more than nine years, focuses on the managed accounts industry and provides our clients with key market trends and quarterly data and analysis. Each issue is devoted to a particular theme. Half of each issue is dedicated to data and metrics taken from our quarterly survey of asset managers, program sponsors, and third-party vendors that has been in circulation for over a decade.
- 4. The Cerulli Edge—Retirement Edition**(quarterly) \$6,000 annually
This publication, in circulation for nearly five years, covers key trends impacting the U.S. retirement marketplace (public and private defined contribution and defined benefit, IRA, rollover, and non-qualified plans). It addresses topics critical to firms competing for retirement dollars, including asset managers, distributors, plan providers, and third-party vendors. Content includes both qualitative insight and proprietary data garnered from a quarterly survey of firms across the industry. This publication delivers the most timely retirement-related research and industry trends. Each issue contains a quantitative section with the latest retirement-related data and analyses.

Cerulli Edge Series

International Editions

Release & Price

- 5. The Cerulli Edge—Global Edition**(monthly) \$15,000 annually
This publication, in circulation for more than nine years, focuses on global financial services topics and is the first point at which non-U.S. proprietary research is released. Each month's issue examines recent news, trends, and events shaping 40 asset marketplaces worldwide. Analysis is positioned both by issue and topic. In addition to proprietary data throughout the publication supporting the article content, there is a significant expanded quantitative section in the back of each issue that includes global mutual fund statistics, as well as proprietary country-specific data.
- 6. The Cerulli Edge—Asia-Pacific Edition**(quarterly) \$6,000 annually
This publication, in circulation for six years, covers Australia and the fund management marketplaces of Asia: Japan—by far the largest, and with its own set of challenges and opportunities—as well as China, the Hong Kong Special Administrative Region, Korea, India, Taiwan, and Singapore. This publication, organized by topic, provides timely information regarding regulatory changes and trend shifts in asset management marketplaces in this vibrant part of the world. Each issue contains a quantitative section with the latest industry-related data and analyses.
- 7. The Cerulli Edge—Europe Edition**(quarterly) \$6,000 annually
This publication explores the major themes and trends in the European asset management industry. With this publication, asset managers will be able to compare trends across Europe's major markets, examine key distribution data for these countries, and apply insights to product sales strategies. Coverage includes the major markets in Europe. Each issue contains a quantitative section dedicated to relevant metrics and analyses.