



Cerulli Special Report: European Multi-Asset Investment Strategies

**Report Cost:
\$6,000**

Overview

In its broadest form, the term multi-asset refers to investment in more than one asset class. More recently, the new breed of multi-asset investment tends to invest in multiple asset classes like alternatives, and can use a range of investment tools, including derivatives, direct holdings, and passive investments.

This report defines and analyzes the multi-asset investment landscape in Europe. Drawing on proprietary surveys, the report highlights key opportunities and potential threats for firms interested in this marketplace.

This report helps readers:

Determine Market Size: What is the total multi-asset mutual fund AUM globally and in Europe?

Compare Market Flows: How do flows into this segment compare to other asset classes over the past 5 years?

Define Opportunities and Threats: What are the key growth drivers and obstacles that will impact multi-asset business?

Assess Specific Market Segments: What is the retail and institutional split for total multi-asset investments?

Target Specific Client Segments: Which client segment within the retail and institutional space possess the greatest potential for asset gathering opportunities?

Analyze Business Model: Which type of asset managers are best positioned in this marketplace?

About Cerulli Special Reports: Throughout the year, Cerulli analysts release timely research on current topics. The flexible nature of *Special Reports*, shorter than our *Thematic Reports*, provides firms with Cerulli's analysis, assessment, and opinions on the industry's most urgent topics and trends.

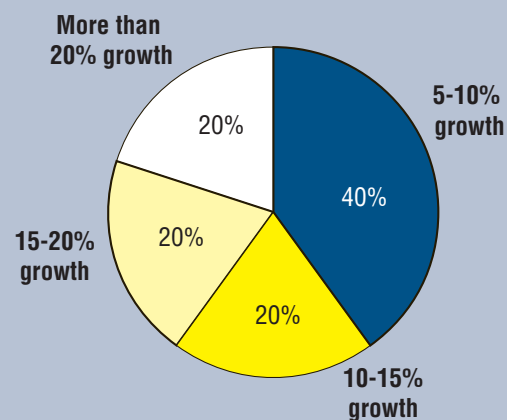
KEY FINDINGS:

- Key growth drivers for multi-asset investing are need for better diversification of risk, proliferation of asset classes and regulatory changes.
- Total institutional assets managed under a balanced approach account for 61.1% of total multi-asset investment AUM as of September 2009.
- Top channels for multi-asset investments are: retail investors with under US\$1 million in investable assets; the DC market; and small to medium-sized pension funds.
- Cerulli estimates that total assets invested using a multi-asset approach stands at €848 billion (US\$1,191 billion) as of 2009.

SAMPLE EXHIBIT:

Views Toward Projected Multi-Asset Investment AUM Growth in the Next Three Years, 2010

Managers remain cautiously optimistic over the potential of multi-asset investment due to its reliance on market outlook.



Source: Cerulli Associates

With 70 pages and 51 exhibits, this report contains the following sections:

- Executive Summary
- Chapter 1: Background to Multi-Asset Investing
- Chapter 2: The Multi-Asset Landscape
- Chapter 3: Competitive Analysis
- Chapter 4: Opportunities and Challenges
- Conclusion

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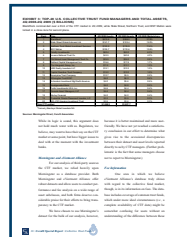
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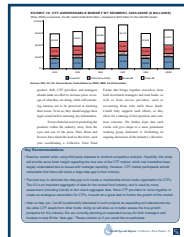
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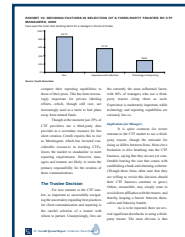
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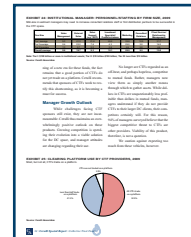
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