

a meeting of
MINDS
THE ONLINE KIND!



ASSET MANAGEMENT

17 September 2020 - Virtual Event

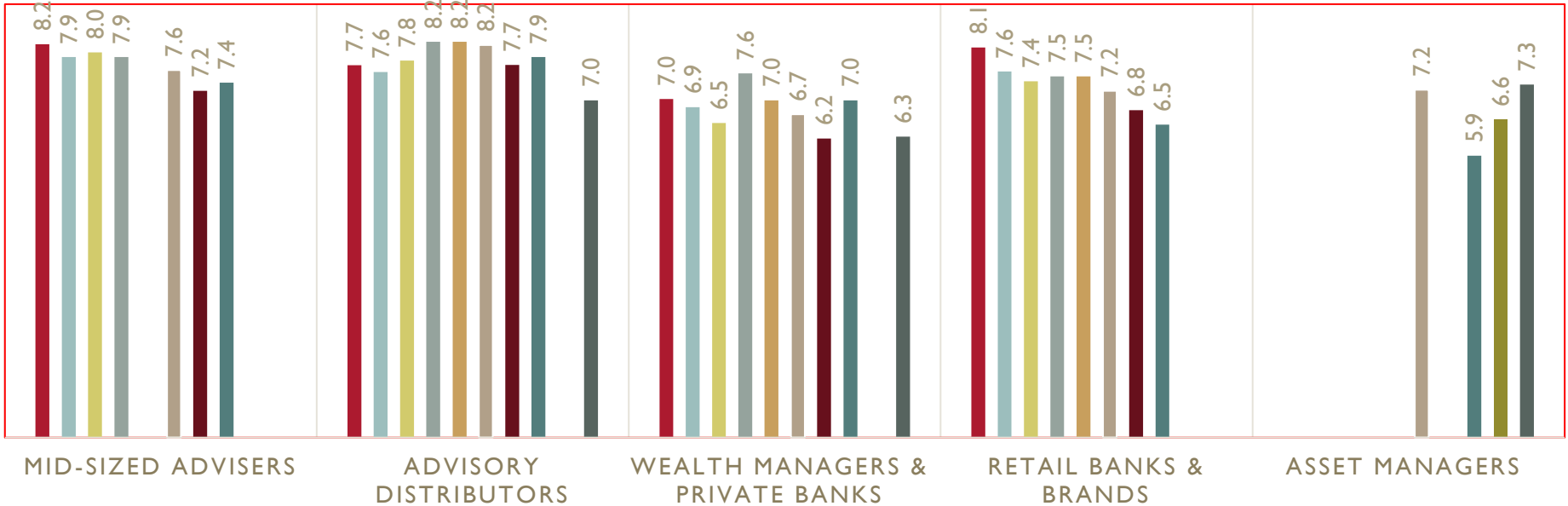


IN ASSOCIATION WITH

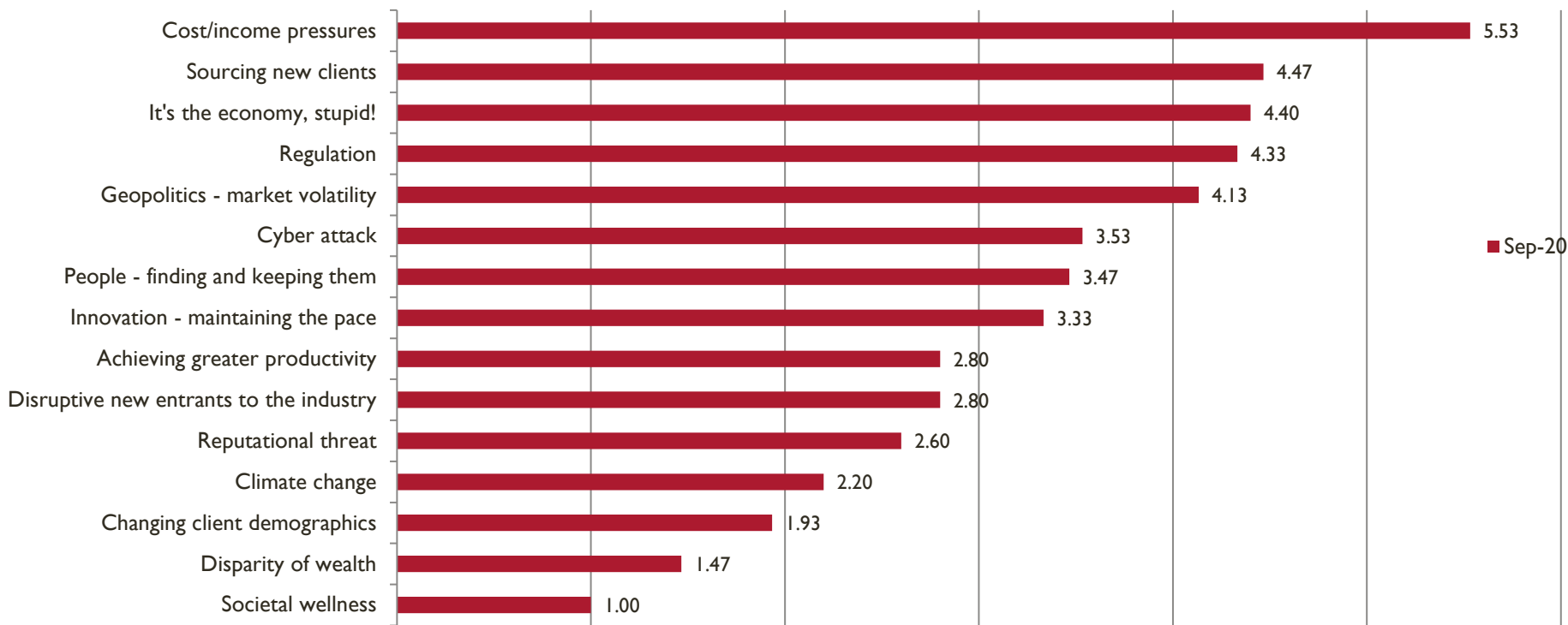
LANSON'S
Advice Ideas Results

The Sentiment Index – across the different Meeting of Minds communities

■ Spring 2016 ■ Autumn 2016 ■ Spring 2017 ■ Autumn 2017 ■ Spring 2018
■ Autumn 2018 ■ Spring 2019 ■ Autumn 2019 ■ Spring 2020 ■ Autumn 2020



The areas of most concern to you



Issues of most concern – the moves...

THE UPPERS AND DOWNERS

UP	Cost/income pressures
UP	Sourcing new clients
NEW ENTRY	It's the economy, stupid!
UP	Regulation
UP	Geopolitics - market volatility
NON MOVER	Cyber attack
SLIGHTLY UP	People - finding and keeping them
DOWN	Innovation - maintaining the pace
DOWN	Achieving greater productivity
SLIGHTLY DOWN	Disruptive new entrants to the industry
SLIGHTLY UP	Reputational threat
NO REAL CHANGE	Climate change
QUITE A BIG DROP	Changing client demographics
NEW ENTRANT	Disparity of wealth
NEW ENTRANT	Societal wellness

What's keeping everyone up at night?

Asset Management		Wealth Managers & Private Banks		Large Advisory Distributors		Mid-sized advisers		Retail Banks and Brands	
↑	Cost/income pressures		It's the economy, stupid!	↑	Cost/income pressures	↑	Cost/income pressures	=	Cost/income pressures
↑↑	Sourcing new clients	↑	Cost/income pressures	↓	Productivity	↓	Regulation	=	Innovation - keeping up
↑↑	It's the economy, stupid!	↑	Productivity	↑	Regulation	↓	Productivity	=	Productivity
↑	Regulation	↑	Regulation	=	Innovation - keeping up	↓	Attracting & retaining talent	↑	Regulation
↑	Geopolitics - market volatility	↓↓	Sourcing new clients	↑	Changing client demographics	↓	Innovation - keeping up	↓	Disruptive new entrants
=	Cyber attack	↑	Geopolitics - mkt volatility	↑↑	Geopolitics - mkt volatility	↑	Cyber attack	↑	Attracting & retaining talent
↑	Attracting & retaining talent	↑↑	Cyber attack	↓	Attracting & retaining talent	↓	Changing client demographics	↓	Cyber attack
↓	Innovation - maintaining the pace	↓↓	Attracting & retaining talent	↑	Reputational threat	↓	Geopolitics - mkt volatility	↓	Changing client demographics
↓↓	Productivity	↓	Reputational threat	↓	Cyber attack	=	Reputational threat	=	Sourcing new clients
↓	Disruptive new entrants to the industry	=	Innovation - keeping up	↓	Sourcing new clients	=	Sourcing new clients	=	Brexit
↑	Reputational threat		Disparity of wealth	↓	Disruptive new entrants	=	Disruptive new entrants	=	Reputational threat
=	Climate change		Societal wellness		Societal wellness	=	Brexit	=	Geopolitics - mkt volatility

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How well do you feel you know and understand your end investors on a scale of 1-10? With 10 being very well, and 1 being not at all.



7.8 versus 7.3 versus 7.2 at the two previous Meetings

Ability to transition to working at home quickly backed up by effective infrastructure

The quality of the investment proposition and its continued strong investment performance

Your team

Good comms to clients and ability to adapt to different media channels

S

STRENGTHS

Frustrations expressed with too many internal meetings and paper based processes

Lack of focus

Clients withdrawing "rainy day" funds

Inability to distribute and build new relationships

Exposure to regulatory risk

W

WEAKNESSES

Remote working - a huge surprise as to the level of success. High productivity

Increased use of digital... far more efficient client engagement - go Zoom / no travel

Virtual prospecting was also a success

One contributor found success in Asia.

O

OPPORTUNITIES

Market volatility and the economy in general

Press reporting of Covid

Staff health - physical and mental

Operational risks in areas of business which are less automated and digital

The big index players

T

THREATS

... during COVID-19

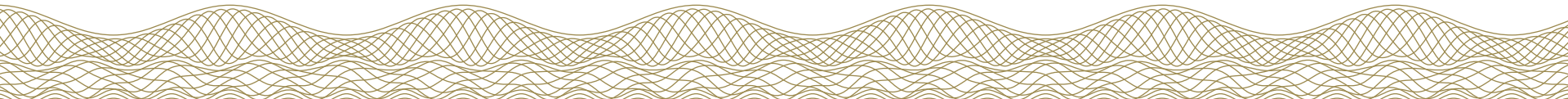
How far do you take the same approach to assessing the ESG performance of your own organisations as your investments?



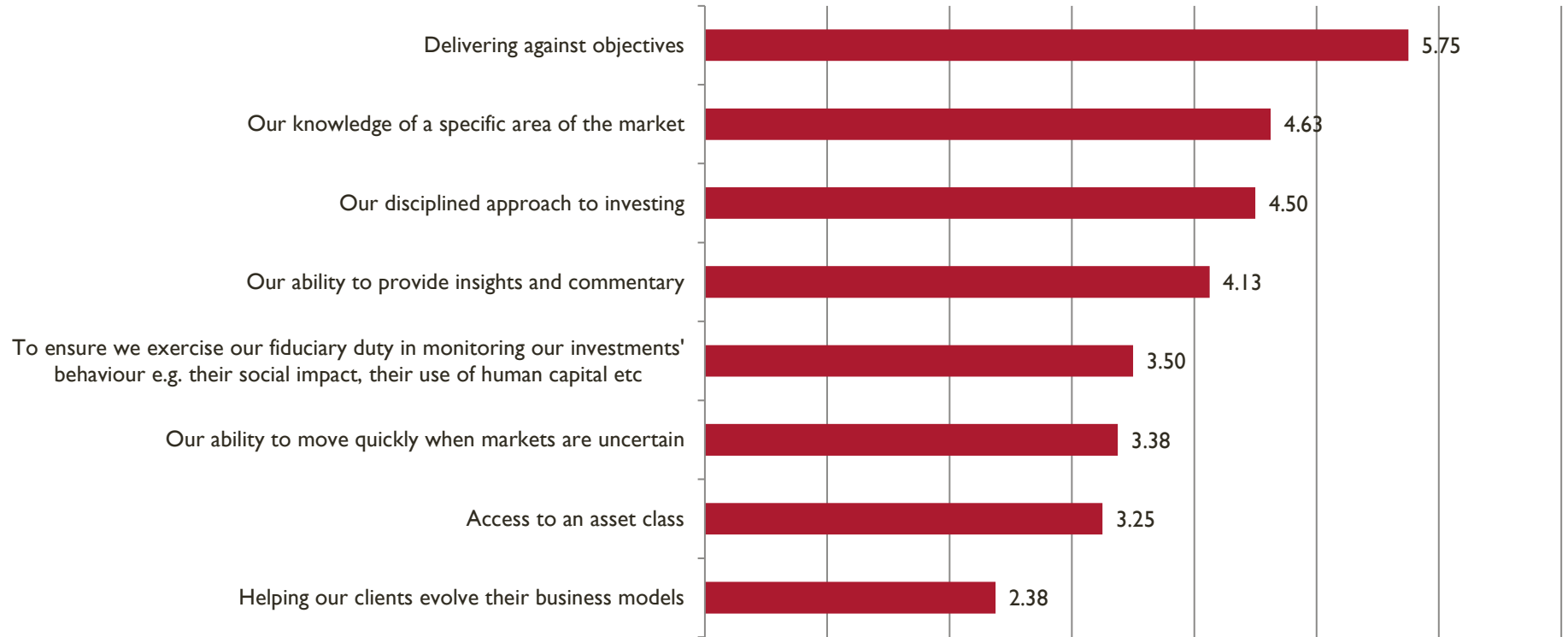
“We are pretty committed and genuine here” and “we are now taking this very seriously.”

“Not far enough. We intend to change this.”

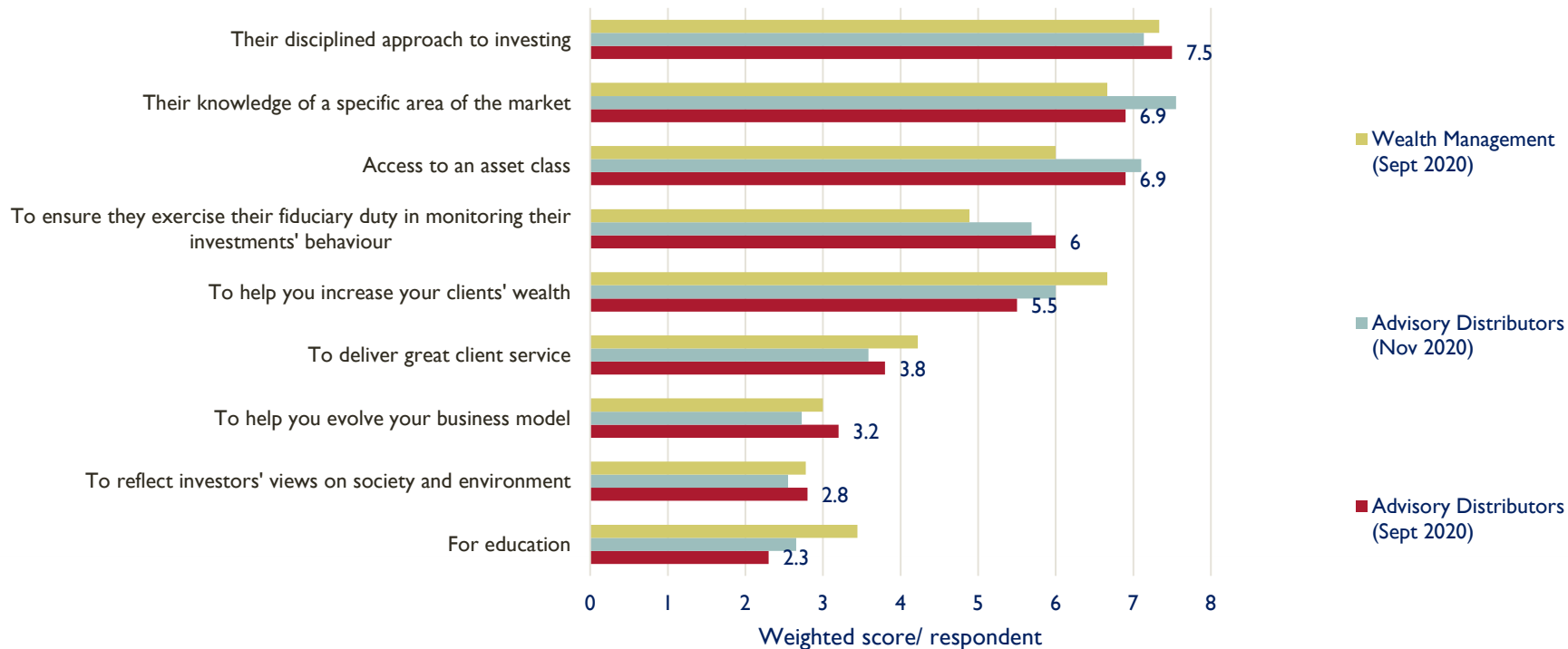
“ensuring that we try to meet the criteria by which we judge the companies we invest in.”



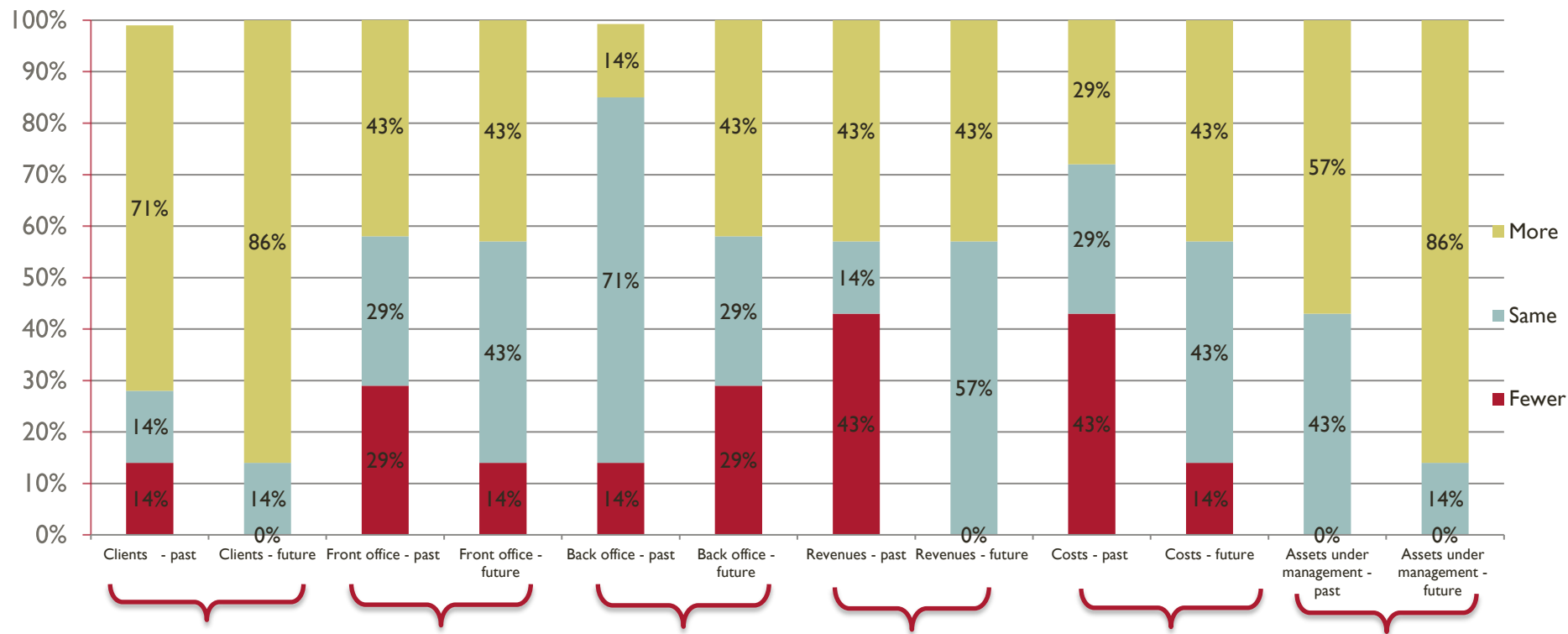
What is the role of asset management? What do you (the asset managers) believe your clients pay you for? (Clients being the intermediary channels.)



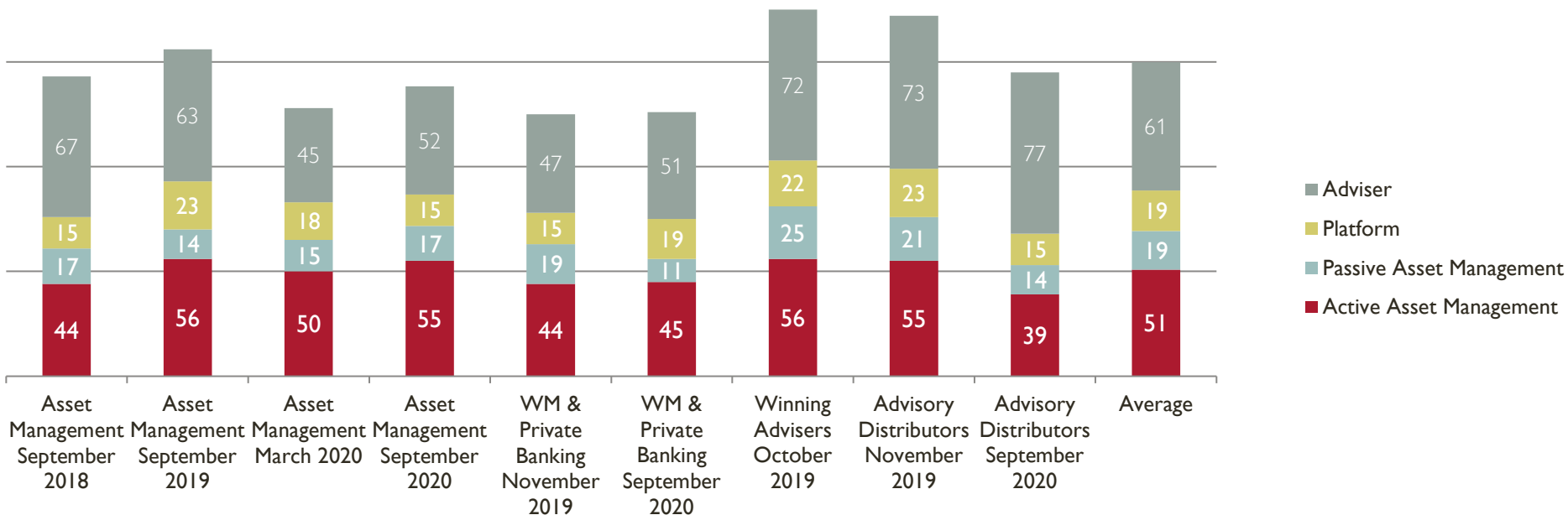
What do your distribution channels most value about Asset Managers?



How did your business numbers stack up over the past year and how do you think they will perform over the next year?

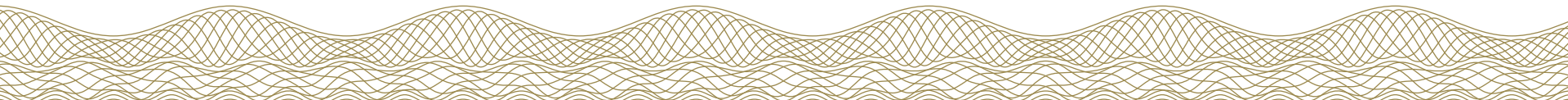


How do you think the value chain will be split in 2022 – the different perspectives!



The areas of regulation which are currently top of your agenda.

- **BREXIT and the regulatory ramifications for a business operating in the UK and the EU**
- SMCR
- Sustainable Finance – ESG
- ACD
- CPI 5/20 - Property fund consultation
- IFR/IFD
- Operational Resilience
- Mifid II
- Value for Money Assessments



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