



Global Asset Management Study

2022 Insights Partner Report

► Germany

November 2022



Study Overview



Purpose

The purpose of the study is to objectively inform asset managers and investment buyers of client needs, behavioural drivers and competitive strengths and weaknesses



Approach

An annual independent study built on structured interviews with investment decision makers within institutional asset owners, asset consultants, retail fund buyers and retail advisers



This report

This report shares findings with the 330 Germany participants who took part in the study during the period June to July 2022



Summary insights



Manager performance

Allianz Global Investors was the 1st ranked brand amongst institutional investors on NMG's unprompted brand ranking, while DWS led in retail



Thought leadership

ESG topics remain relevant for thought leadership. Institutional investors have interest in alternative credit and quantitative investing; Retail audiences have interest in AI, alternatives and inflation



Asset allocation

Institutional investors were cautious towards global equity allocations in contrast to retail advisers, who also remain positive in their allocation intentions to multi-asset solutions



Key challenges

Liability matching was a top concern in institutional. Regulation (MiFID II, SFDR) was a key challenge with retail fund buyers, while advisers view inflation and the Russia-Ukraine war as primary concerns



Investment factors

Customised solutions have increased as an institutional investment selection driver over the last three years. Long-term performance track-record remains vital for retail audiences

The German market is characterised by strong domestic asset managers. Allianz Global Investors is the leading brand in institutional, while DWS leads with retail audiences



Top-10 Asset Managers Brand Ranking (Germany)



Institutional Brand Rank (out of 146 asset managers)

<p>Allianz Global Investors displaced DWS as the leading institutional asset manager brand, with strong recognition as a trusted manager and infrastructure capabilities</p>	1	Allianz Global Investors
	2	DWS (Deutsche AM)
	3	HSBC GAM
<p>Deka Investments rose to 4th rank (from 6th) in institutional with strong recognition around their domestic equity, multi-asset balanced funds, and real estate capabilities</p>	4	Deka Investments
	5	BlackRock
	6	J.P. Morgan
	7	Union Investment GmbH
<p>Nordea improved to be one of the top-8 leading brands in institutional, standing apart in ESG and thought leadership</p>	8	Nordea
	9	PIMCO
	10	Amundi Asset Management



Retail Brand Rank (out of 365 asset managers)

<p>DWS retained lead across retail fund buyers and advisers with recognition for asset classes (domestic equity & fixed income, real estate) and capabilities (industry leadership, good value)</p>	1	DWS (Deutsche AM)
	2	Fidelity Investments
	2	BlackRock
<p>ACATIS Investment rose to 8th rank (from 11th) with retail audiences built off of a strong foundation in multi-asset balanced funds and select capabilities (trusted, transparent, thought leader, innovative, ease of doing business)</p>	4	Flossbach von Storch
	5	Allianz Global Investors
	6	J.P. Morgan
	7	Franklin Templeton
	8	ACATIS Investment
	9	Union Investment GmbH
	10	Pictet Asset Management

Notes: 1. Brand ranking is determined based on top of mind nominations for the asset managers across overall brand awareness, asset class offerings, and capabilities, averaged over 2021 and 2022.

2. Overall retail rank is calculated by giving equal weighting to rank in retail fund buyer and retail adviser.

ESG themes are a key topic of interest with all audiences. Institutional investors are also interested in alternative credit, while retail audiences are interested in AI

Thought leadership topics of interest in the next 12 months (Germany)



Institutional



Retail fund buyer



Retail adviser



Top 5 topics

2022 Rank

Change in rank

1	ESG	=
2	Alternative credit	↑
3	Quantitative investing	↑
4	Green bonds	↓
4	Blue bonds	↑

There was demand from institutional investors for opportunities in non-traditional fixed income asset classes

1	ESG	=
2	Artificial intelligence	↑
3	ESG integration	↑
4	Impact investing	↓
4	Infrastructure	↑

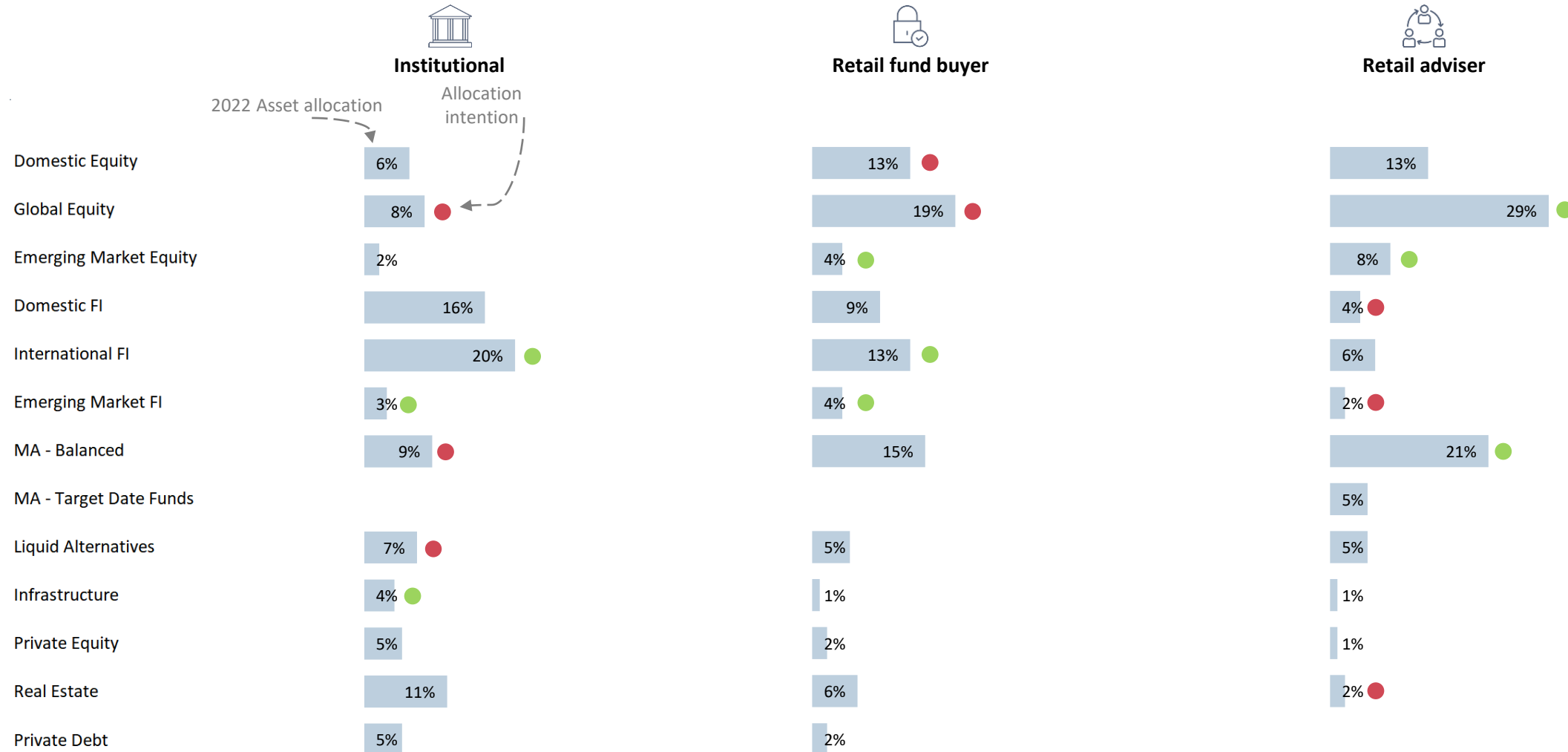
Retail fund buyers wanted to learn more about artificial intelligence and how these tools could be leveraged in investing

1	ESG	=
2	Sustainability	↑
3	Forward thinking	↑
3	Inflation	↑
3	Energy transition	↑

For retail advisers, thinking around ESG became more sophisticated with greater appetite for pieces on sustainability, energy transition, and ESG integration

Institutional investors in Germany are cautious toward global equity. In contrast, retail advisers remained advocates for global exposures and multi-asset

Reported asset mix and asset allocation intentions (Germany)



Note: 1. Allocation intention shows the top 3 asset classes with the highest proportion of respondents who intend to increase/decrease allocations to in the next 12 months (allowing for an allocation of >1%): ● Increase ● Decrease

Liability matching was the key challenge reported by institutional investors; retail fund buyers & advisers are concerned about regulations, inflation & Russia-Ukraine

Top 5 greatest challenges expected in next 12 months (Germany)



Institutional

Rank	Challenge	Change in rank
1	Liability matching	↑
2	Inflation	=
3	Solvency II	↓
4	Volatility	↑
5	SFDR	=

“ Matching liabilities and Solvency II requirements, identifying an alternative to equities and fixed income in the current market conditions.
Insurer, Germany ”



Retail fund buyer

1	MiFID II	↑
2	SFDR	↑
3	Client reassurance	↑
4	Basel IV	↓
4	Inflation	↑

“ Basel III and IV, SFDR, MiFID II. Convincing people to further invest in ESG. Especially in the current market it will pay off in some years.
Retail Fund Buyer, Germany ”



Retail adviser

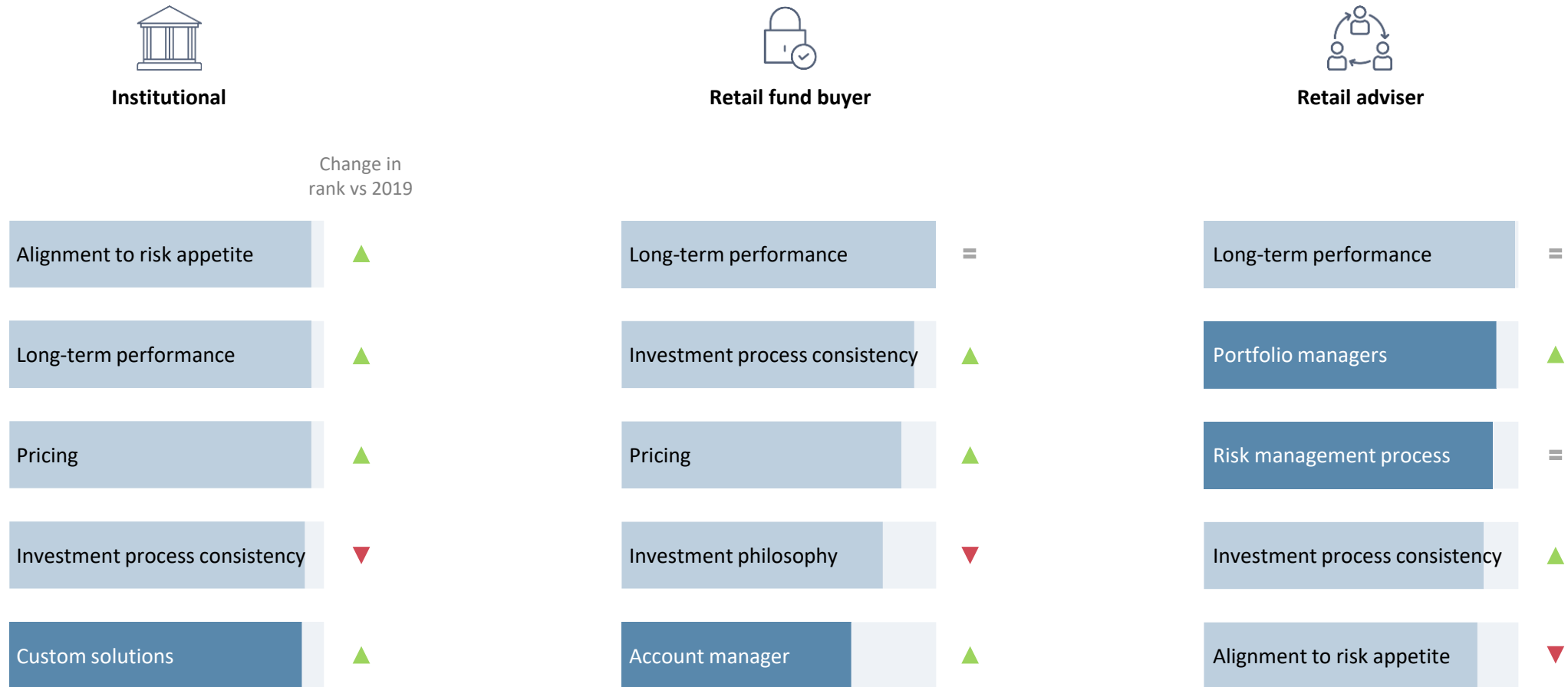
1	Inflation	↑
2	Russia-Ukraine conflict	↑
3	Client reassurance	↑
4	Market downturn	↑
4	Market conditions	↑

“ Current capital market situation due to Ukraine war, disrupted global supply chains, rising interest rate, and inflation.
Retail Adviser, Germany ”

Customised solutions increased in importance amongst institutional investors. Long-term performance remains a key selection factor with retail fund buyers and advisers



Top 5 most important investment factors (Germany)



Note: 1. The top 5 investment factors are based on the proportion of respondents who stated this was important in 2022. Factors shaded in darker blue represent those which are more important for this specific audience type
 2. Arrows to the right of the bar graph show the change in their rank from 2019: ▲ Increase ▼ Decrease = Stay the same

Topics and networking were the primary reasons given by German institutional and retail audiences for attending conferences in-person in 2022

Attending conferences in-person (Germany)



Institutional

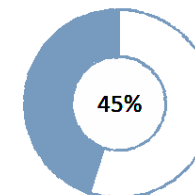
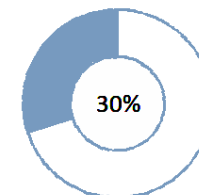
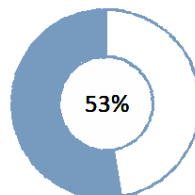


Retail fund buyer

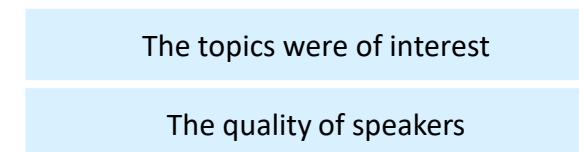
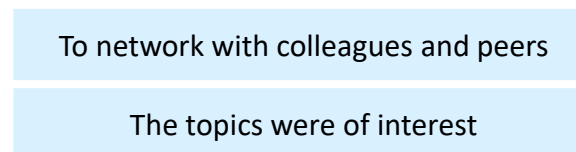
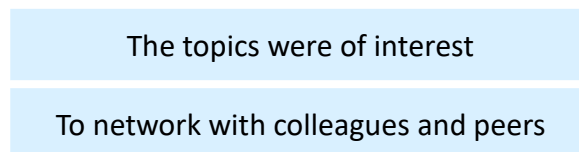


Retail adviser

Proportion of investors who attended a conference in-person in the last 6 months



Top 2 reasons for attending in-person



90% of German retail advisers use social media regularly, and on average use 3 platforms; most commonly WhatsApp, YouTube, and Facebook

Social media platforms – Retail adviser (Germany)



90%

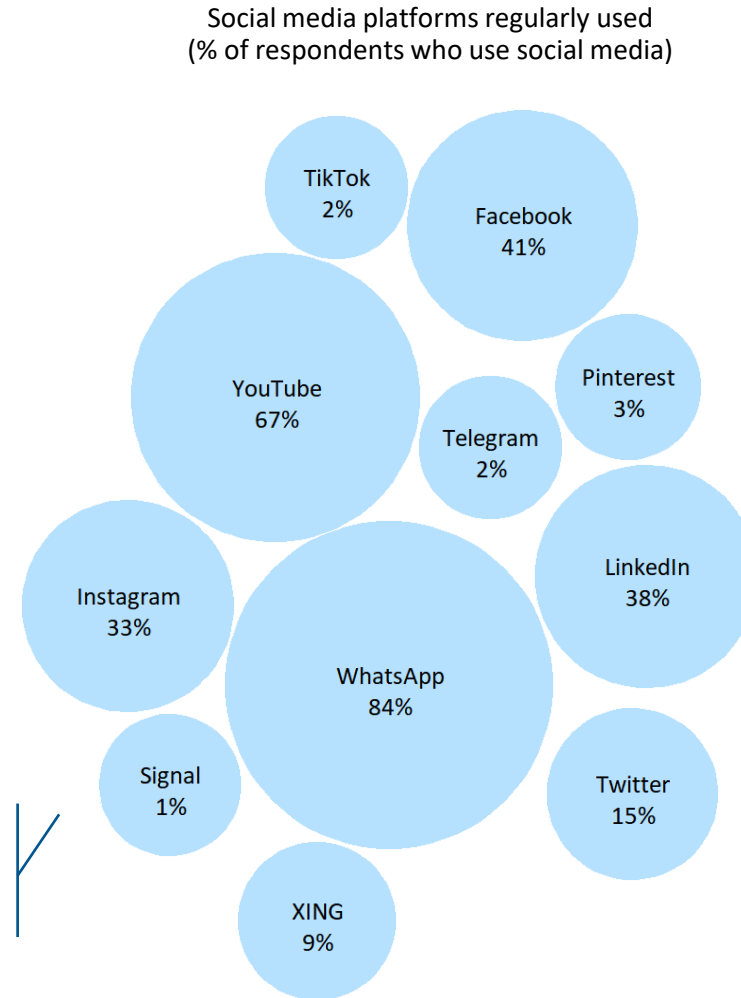
of Retail advisers leverage social media platforms regularly (weekly basis) for personal or professional use



3

Platforms are used by retail advisers on average

Over the next 12 months, most advisers do not anticipate major change in their social media usage



Thank you

For more information about NMG, visit www.nmg-consulting.com

For more insights or further information on our Global Asset Management Study, please contact Karen Lau at karen.lau@nmg-group.com

