

# REFINITIV™ LIPPER® GLOBAL FUND FLOWS

## Critical insight on mutual fund flow trends

Refinitiv™ Lipper® Global Fund Flows deliver industry-leading sales and redemptions content and analysis to provide you with the knowledge needed to understand current and historical market sentiment, whatever your role in the finance industry.

Our comprehensive daily coverage of global markets allows you to view estimated net flows globally on a daily, weekly or monthly basis. With industry-leading functionality and coverage, you are able to filter and view data in numerous ways:

- Filter net flows using Lipper's proprietary classification system to see what is happening in global markets
- Review trends by domicile to see what is happening in global markets
- Use our historical data, including weekly coverage in the U.S. dating back to 1992, to analyze current trends and make decisions before the competition has recognized key economic events

### A trusted source

Refinitiv Lipper has been the leading provider of content and analysis on global mutual funds for over 40 years. We work with the largest mutual fund complexes in the world, providing desktop applications and data feeds to key players at mutual fund companies, in addition to delivering industry-leading benchmarking and consulting to boards of directors for mutual funds. You can utilize and benefit from our knowledge – gained over decades of working with mutual fund companies – when looking at fund flows, no matter what your job description or title.

- **Sales and Marketing** – quickly track the competition, either on a fund family basis or by classification, to understand where sales opportunities exist
- **Product Development** – stay on top of the latest global fund launches and the flows into those funds to determine when and where to launch new funds
- **Investment Banking Research Analysts** – add thought leadership to reports as well as mergers and acquisitions (M&A) activity by understanding where money is going and why. Using our flows data, you'll be able to put market events into clear perspective and allow your clients to make informed decisions
- **Sales and Trading Desks** – see where money is going on a daily basis and who needs to execute trades. Our flows data will allow you to increase activity on your trading desks globally
- **Asset Managers/Hedge Funds** – pull in Lipper's fund flows data to complement other tools on your desk for making investment decisions. Our flows data can help explain historical and current market conditions and provide the extra advantage needed to create Alpha

- **Investor Relations** – explain stock price fluctuations influenced by macro environment vs. fundamentals, and identify growing managers for IR targeting
- **Economists** – factor current investment decisions into global macroeconomic outlook

Lipper won't just provide you with our industry-leading, in-depth global coverage – our research analysts offer regular commentary and analysis on fund flows to help you understand the data. We have research staff located across the globe who can give you the local flavor to global fund flows data. Our research team regularly releases video commentary of current flows and monthly and quarterly papers related to flows – it also talks regularly to both the media and other financial industry professionals, allowing us a unique and comprehensive insight into what is happening.

### Features

Refinitiv Lipper Global Fund Flows tools provide users with a high degree of flexibility in accessing and working with the fund flows data. You can filter and view data at the fund level, company level and classification level, as well as by domicile, giving you all the tools you need to access and analyze the data from multiple angles. Our website also lets you schedule reports to be run automatically and emailed to your inbox, and gives you the option to set up a dashboard that tracks the content you are most interested in seeing.

### Fund classifications

Refinitiv Lipper fund classifications allow you to make meaningful like-for-like comparisons across funds with similar investment mandates on a global basis. The Lipper Global Classification encompasses all funds tracked by Lipper and is the ideal way to understand today's global investing.

### About Refinitiv Lipper

Refinitiv Lipper provides independent insight on global collective investments, including mutual funds, retirement funds, hedge funds and fund fees and expenses. Lipper offers premium-quality data, fund ratings, analytical tools and global commentary through specialized product offerings. Trusted by investment professionals for more than 40 years, Lipper provides unparalleled expertise and insight to the funds industry.

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