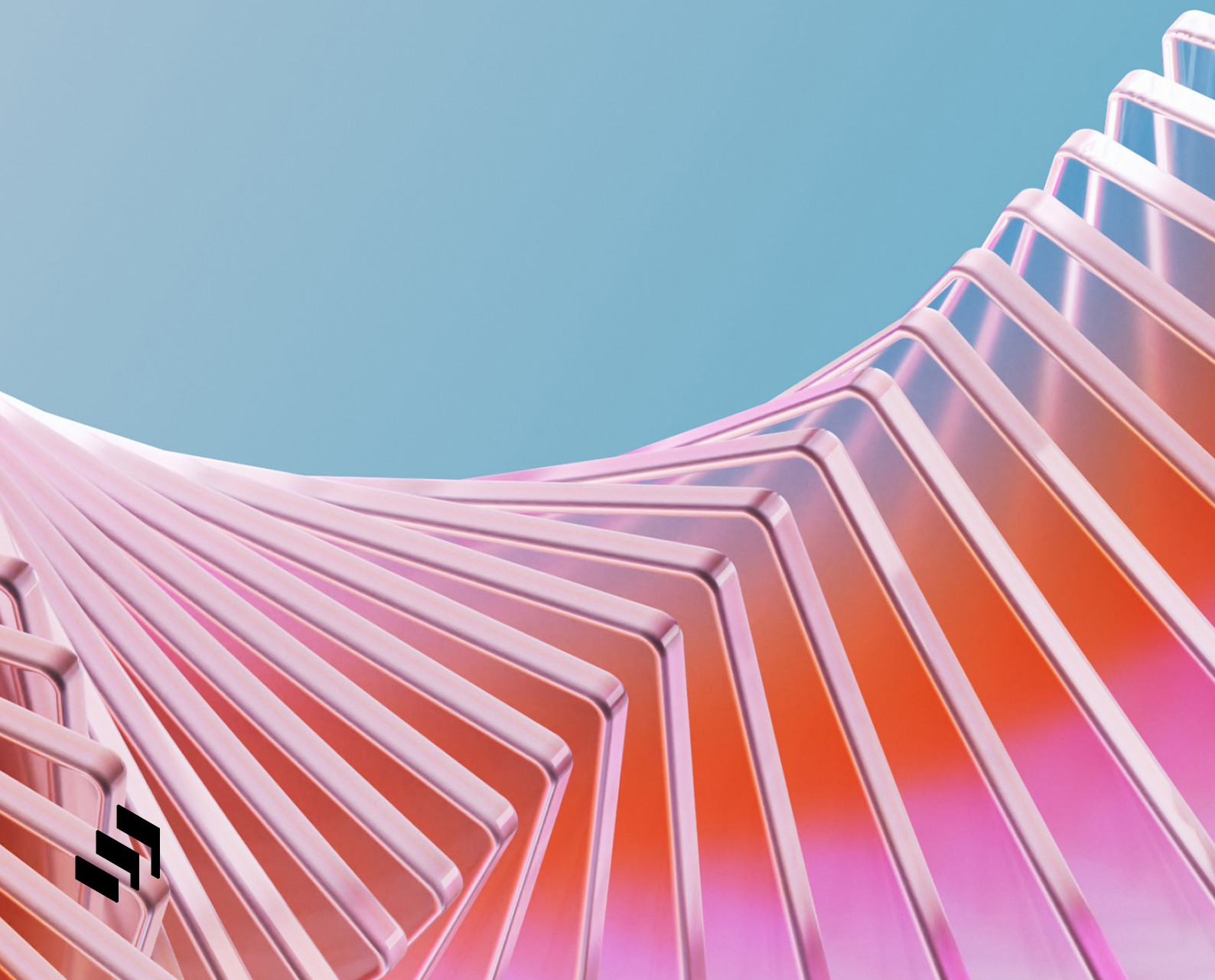


# Why Should Asset Managers Vote?



# INTRODUCTION

Extel conducts 10 surveys globally, spanning North America, Latin America, Developed Europe, Emerging EMEA and Asia-Pacific across equities and fixed income, to produce unique insights and actionable data.

The research independently captures evaluations of listed companies and brokers at both the firm and individual level from investment managers, to deliver detailed peer-to-peer comparative analyses annually.

## 1 WHY IS IT IMPORTANT TO VOTE?

- **Extel rankings are a measure of quality for brokers.**
- **For brokers, independent validation of their client feedback.**
- **Voting for corporates helps to identify their strengths and weaknesses and measure how well IR is delivered in their target markets versus peers.**
- **Compensation/Performance evaluation.**
- **Your opinion matters. Ensures that the firms and analysts that you value receive votes.**
- **Feedback for Corporates improves communication and engagement with investors.**

### IMPORTANCE OF COORDINATED VOTING

We would like to increase the number of firms that submit a broker review or coordinate a response. This information will be shared with the sell-side so that the asset management firm is not lobbied for voting during the survey; minimising disruption to the industry. We encourage all asset managers to submit a centralised (coordinated) vote or use their research evaluation as the basis for their vote, which will increase the validity of the contributions and ensure that the results accurately reflect the market perception.

### COORDINATED VOTE

A nominated individual at the asset management firm enters the contribution for a firm on behalf of all voters.

### TEAM VOTE

A specified group of individuals representing a specific team contribute a coordinated or broker vote. Other individuals may also contribute.

### BROKER VOTE

A direct feed or report from a firm's broker evaluation.

## 2 WHAT A VOTER RECEIVES IN RETURN



Individual voters receive the list of published firms and analysts.



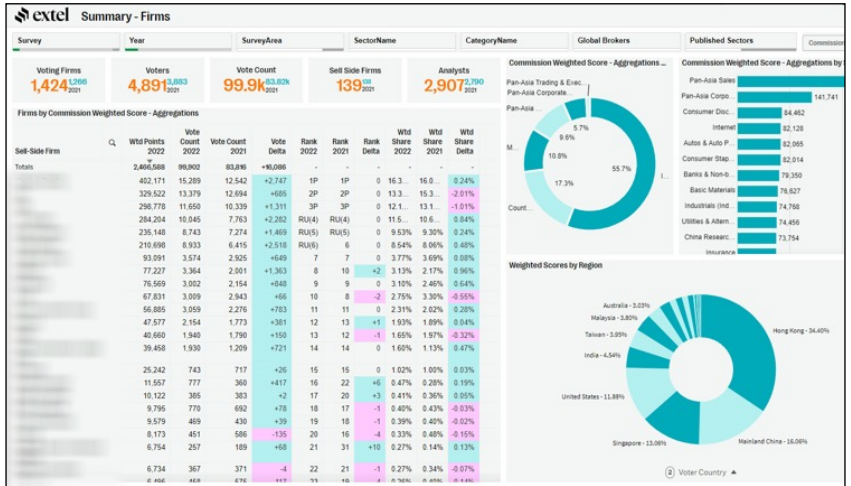
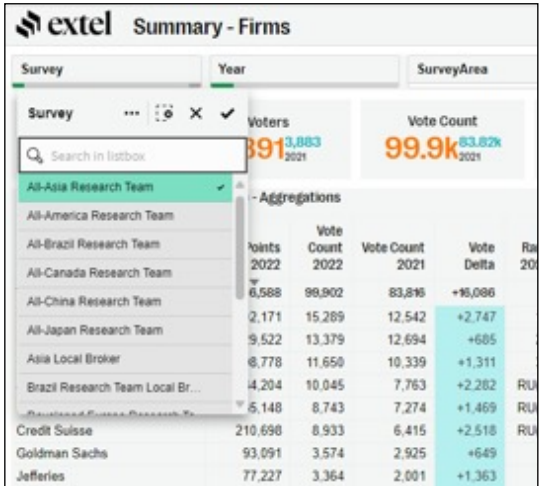
Only firms that submit a centralised vote or engage with us to encourage their investment professionals to vote will receive full access to the Dashboard.



### 3 INTRODUCING THE DASHBOARD FOR ASSET MANAGERS

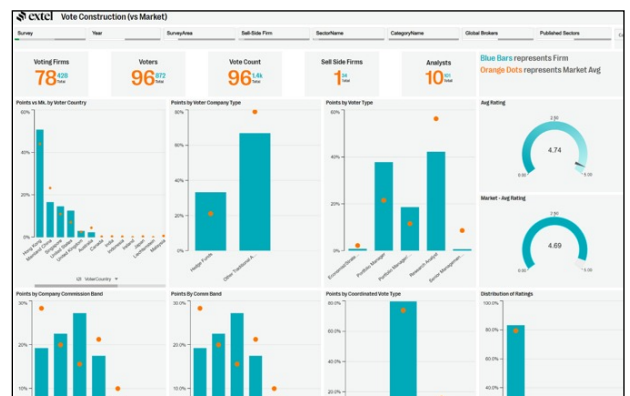
#### Full Survey Results:

- Over 4,000 voting firms globally, nearly 18,000 voters (investment professionals).
- Covers Research, Sales, Corporate Access, Trading & Execution.



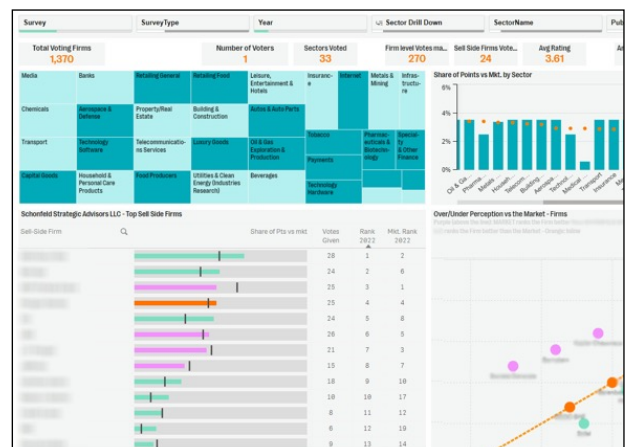
#### COMPETITIVE LANDSCAPE

- Summary profile of your firm contribution to the survey.
- Understand the distribution of your firm votes compared to peers.
- Breakdown of your research provider landscape vs. the market.
- Answer these questions:
  - Do we use more brokers than our peer group?
  - Are we using, and voting for, more analysts than our competitors?
  - How is our vote structured vs. the market?
  - Are we voting across the correct sectors?



#### BROKER EVALUATION

- Independently validate your broker and research evaluations vs. peers and the market.
- Visualise how your vote breaks down by category (macro, industry, country).
- Review your research evaluation structure against peer group and the market.
- Directly compare your firm evaluations against the market:
  - Are you paying the correct brokers?
  - Are you getting value for money?
  - Are you reading the right research from the best analysts?
  - Are you missing any quality research in sectors that you pay for?



Our asset manager report, produced from our unrivalled broker surveys, provide unique insights into qualitative market perception and allows you to directly evaluate your research budget spend. The report provides valuable intelligence for MiFID II compliance and research pricing negotiations with your sell-side counterparts.



# extel

An Institutional Investor company

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