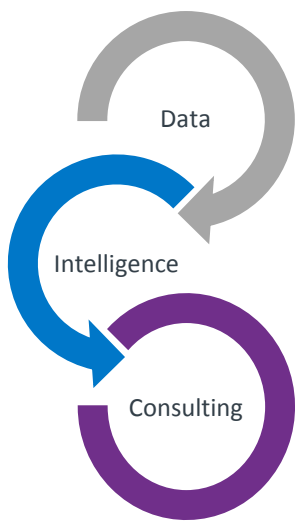


Spence Johnson

Putting data and intelligence at the heart of successful institutional asset management businesses

Spence Johnson is a Data and Intelligence consultancy focused on institutional asset management. We offer our clients three services to help them make better business decisions.



Money in Motion empowers asset managers to make better decisions by generating essential Asset, Flow, Revenue and Fee data at a unique level of detail

Our MI service is based on annual reports but delivered via a service in close partnership with our clients. It's designed to embed the detailed distribution, product and competitive intelligence required to be effective now and in the future

Driven by our data, intelligence and advice from our team of industry experts. Our work here requires a deep understanding of our clients and is focused on generating a specific strategic outcome

Client feedback

Money in Motion

"Money in Motion is an important initiative for improving transparency in a market that has long been quite opaque. It will help us both better understand, and respond to, the needs of European clients."

Charles Prideaux, Head of Active Management, BlackRock

Intelligence

"You've all made huge efforts to shed light on our industry through your Market Intelligence. May you continue to enjoy success."

Richard Parkin, Head of Retirement, Fidelity Worldwide Investment

Consulting

"Your client research work for us provided strong actionable insights and also clear evidence to adjust our strategy to strengthen BlueBay's overall proposition."

Erich Gerth, Partner and Global Head of Business Development, BlueBay Asset Management

Money in Motion

A collective intelligence methodology helps asset managers better understand the markets they operate in, the clients they serve and the products in demand.

\$7 trillion
Institutional Flow

>100
Asset Manager Members

40,000
Segregated Accounts



Achievements

We have established a reputation for challenging accepted views, and measuring and successfully predicting market developments.



1st to accurately track institutional flows through our data platform, Institutional Money in Motion



1st to revalue the size of UK DC market to £300bn, from £600bn in 2010. Confirmed by the ONS.



1st to measure the European Fiduciary Management market size at €41bn in 2010. Confirmed by KPMG.



1st to predict rate of DC market growth at 11% pa in 2012. Quoted by the Pensions Institute and FCA.



Winner of the Financial News Award for Institutional Innovation 2015

Contact us

London +44 203 411 7311

Singapore +65 6832 5036

Boston +1 413 695 1462

info@spencejohnson.com

	WHAT IT IS	HOW IT WORKS	THE BENEFITS
Data	<ul style="list-style-type: none"> Money in Motion is our leading data analytics service and provides asset managers with detailed analytics on addressable assets, new asset flows and revenues. 	<ul style="list-style-type: none"> MiM collects detailed quarterly data from over 100 asset managers to unlock the power of big data in institutional asset management. It does this through a series of digital data platforms and benchmarking reports. 	<ul style="list-style-type: none"> MiM generates the data required for asset managers to understand the institutional market opportunity, the changing investment behaviour of clients, and their position in the market.
Intelligence	<ul style="list-style-type: none"> Focused on 12 institutional product and market sectors, the MI service is based on annual reports but delivered in close partnership with our clients through bespoke workshops and research on call 	<ul style="list-style-type: none"> By leveraging the MiM data set, as well as hundreds of other sources, research partnerships and sophisticated models, our MI service identifies trends, challenges and opportunities across distribution, sales, products and competitors 	<ul style="list-style-type: none"> Our Intelligence work requires us to truly understand the institutional markets we focus on. We pass on this expertise to provide our clients with the essential intelligence they need to be successful now and in the future
Consulting	<ul style="list-style-type: none"> Consulting assignments are focused on an individual client's outcome. This is often advising on new market entry, product development or how they service their clients 	<ul style="list-style-type: none"> Based on a deep working knowledge of the institutional business, our clients' capabilities and the markets they operate, our consulting is delivered by our team of industry experts 	<ul style="list-style-type: none"> Our consulting projects provide clients with a robust set of recommendations and evidence with which they can take action with confidence

Our clients

We have worked with over 100 market leading asset managers and insurance companies internationally from our offices in London and Singapore. A selection are listed here:

Aberdeen Asset Management	Deutsche Asset Management	LGIM	Prudential
Aegon	DIAM	Legg Mason Global Asset Management	Principal Global Investors
Alliance Bernstein	Eaton Vance Management	Management	Pyramis
Allianz Global Investors	Fidelity Investments	Lombard Odier Asset Management	Quoniam Asset Management GMBH
American Century	Finisterre Capital LLC	Lyxor Asset Management	Royal London Asset Management
AMP Capital	First State Investments	M&G Investments	Robeco
Amundi IT Services	Franklin Templeton	Macquarie Group	Russell Investments
Aviva Investors	Friends Life	Man Investments AG	Schroders
Axa Investment Managers	GAM	Met Life	Scottish Life
Baillie Gifford	Generali Investments	MFS	Scottish Widows
Barings Asset Management	Goldman Sachs AM	MN Services	SEI
BlackRock Investment Management	Hermes Investment Management	Momentum Global IM Ltd	Standard Life Investments
Blue Sky Group	HSBC	Morgan Stanley Investment Management	State Street Global Advisers
BlueBay Asset Management	Ignis Asset Management	Management	Syntrus Achmea
BMO Capital Markets	Insight Investment	Natixis Global Asset Management	T Rowe Price
BNP Paribas AM	Invesco Asset Management Ltd	Newton Investment Management	TIAA
BNY Mellon	Investec Asset Management	NN Investment Partners	Towers Watson
Candriam Luxembourg SCA	Janus Henderson Investors	Nomura Asset Management	UOB
Capital Group	JP Morgan Asset Management	Old Mutual Asset Management	Unigestion
Cardano	Jupiter	PGGM	Vanguard Investments
CB Richard Ellis Investors	Kemper Capital Management	Pictet Asset Management	Vontobel Asset Management
Cohen and Steers	Kames Capital	Pimco	William Blair International Limited
Columbia Threadneedle	Lazard Asset Management	Pioneer	Zurich Insurance