

# EPFR

## Fund Flows and Allocations Data and Insights

Informa Financial Intelligence Product Overview



# Fund Flows & Allocations Insight

## EPFR Overview

**EPFR’s Flows and Allocations** data provides a unique view on investor and fund manager sentiment across global markets, helping buy and sell-side institutions make informed decisions.

### EPFR Overview Index

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### Fund flows reflect investor demand

**Quantify the collective actions of investors**

Monitoring fund flows helps investors and money managers to quantify the collective actions of investors responding to shifts in an uncertain world. At its most simple, tracking fund flows provides a window into the underlying investor demand for different asset classes, durations, themes, currencies, management styles and geographies.

**Capture and analyse key inflection points**

The frequency and granularity of EPFR’s data, allied to over 25 years of history for some data sets, enables clients to identify important shifts in the way investors and fund managers are responding to events and put those shifts in an accurate historical context. These insights help risk managers, product developers and portfolio teams.

**Predict investible trends across regions, countries, sectors and more**

Global investors have come to realise that following flows into, and out of, funds is an extremely important tool for predicting investible trends. These insights apply across regions, countries, sectors, capitalisation and style groups. It is also important for a range of fixed income asset classes.



# Fund Flows & Weightings

Fund flows are the net contributions and redemptions of investors in various types of funds globally, measured daily, weekly and monthly

## Fund Flows, explained...

Fund flows are essentially the net contributions and redemptions by investors in various types of funds.

### These funds are:

- Domiciled globally
- Both actively and passively managed
- Frequently offer a variety of share classes, each of which is tracked by EPFR

### The data on them is:

- As reported for flows and allocations data
- Stretches back to 1995 for some data sets
- Collected on a daily, weekly and monthly basis
- Adjusted for the impact of market performance and currency changes
- Undergoes several layers of quality control before being released to clients

## On a fund level basis...

The net flows for a given fund reflect investor demand for that asset class and their degree of confidence in both the fund's management and goals.

When this individual fund flow data is aggregated across a group of funds with similar mandates, it provides information on the broader investor sentiment towards this asset class. It also allows clients to model relative appetite for different asset classes.

## Granular breakdown of funds

Due to a suite of over two dozen filters, the basic signals from EPFR's data can be fine-tuned.

### The data can be filtered by:

- Investor type (retail or institutional)
- Share class
- Fund domicile
- Theme (ESG, Sharia etc)
- Currency of flows
- Individual managers
- Duration
- Style
- Sector

## Core vs hybrid datasets

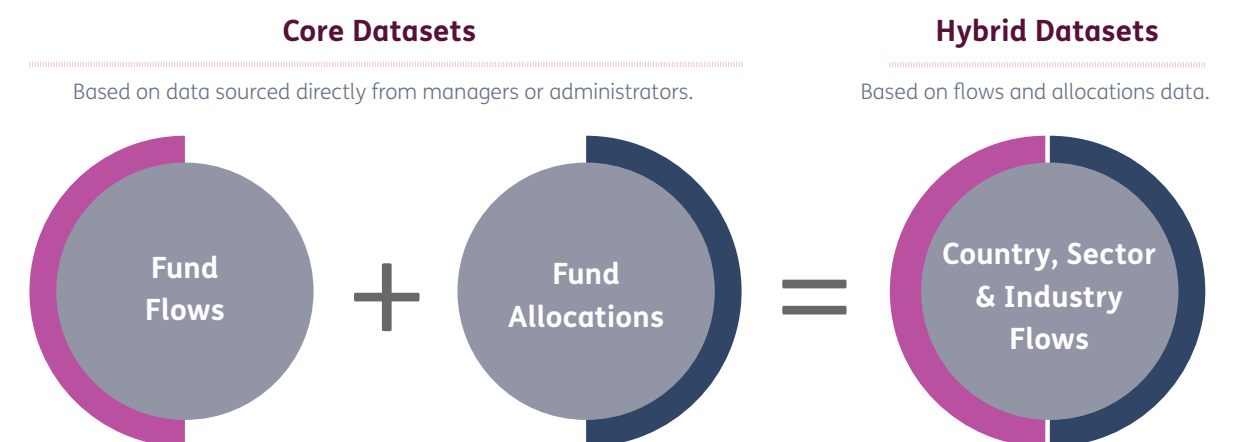
EPFR collects data from several thousand sources around the globe, with a 24-hour production cycle, using a proprietary collection and quality control processes.

EPFR offers four core data sets which are based on as-reported numbers. They are:

- Fund Flows
- Country Allocations
- Sector Allocations
- Industry Allocations

By combining fund flows and allocations data, EPFR has created a range of hybrid data sets that utilize some industry standard assumptions. These include:

- Country Flows
- Sector Flows
- Stock Flows
- China Share Class Allocations
- FX flows and allocations



# Empowering action

EPFR's Fund Flows and Allocations data enables alpha generation as a sentiment indicator.

## The roadmap to Alpha

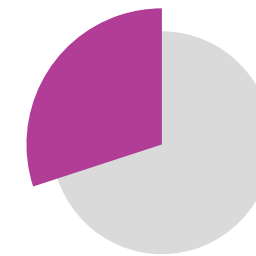
Strategies using leading EPFR data sets and flow calculations serve as your roadmap to generating alpha, showing actionable ways to use our data in your investment process. Strategies can be customized to best fit your firm's mandates.

Powerful momentum, benchmarking, and market timing indicators help you identify trends, make comparisons with your peer groups, and determine when to get in and out of the market or specific asset classes.

## About EPFR data and insights

- EPFR offers strategies, data and research products that provide support to anything from aggregate trends to fund level insights
- Series sourced through direct relationships with fund managers and administrators
- Managers provide data as part of their accounting process, built on 20+ year relationships
- EPFR flows are available at either the asset class aggregate, fund group, investment manager, individual fund and share class levels to support the most granular and informed insights
- Comprehensive, transparent and robust daily, weekly, monthly updates available in addition to historical time series

## User Profiles



### Banking & Brokerage

Strategists  
Capital Markets  
Research Analysts

#### Types of Use

Proprietary trading  
Directional calls for clients  
Targeting sales efforts  
Market analysis

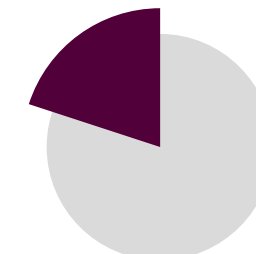


### Asset Managers & Hedge Funds

Fund Managers  
Portfolio Analysts  
Marketing & Product Development  
Quantitative Strategists

#### Types of Use

Factor in Investment Process  
Asset Allocation  
Quantitative Analysis  
Product Development  
Competitive Analysis  
Technical Signals  
Momentum Strategies  
Liquidity Analysis  
Country/Sector Selection

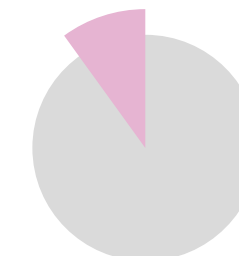


### Central Banks & Supranationals

Regulators  
Monetary Authorities

#### Types of Use

Cross-border flow analysis  
Flow impact on currency  
Local Equity & Debt markets



### Academic & Consulting

# Overview & Evolution

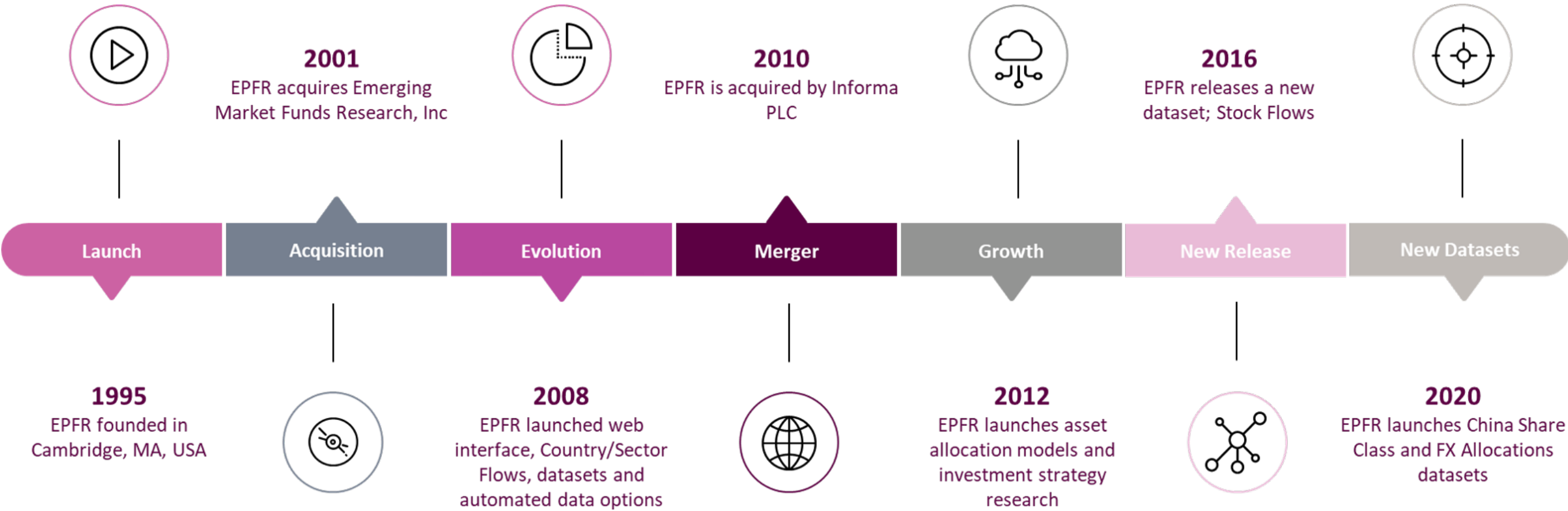
Four key reasons to choose EPFR Fund Flows and Allocations Data and Insight...

**1. Timeliness:** clients use EPFR daily data to monitor the previous days capital flows, and monthly positioning data to track portfolio managers' allocations.

**2. Breadth:** EPFR tracks globally domiciled funds. This breadth of data provides a comprehensive indicator of global investor sentiment, covering the major developed and emerging markets.

**3. Granularity:** granular data (down to the manager/fund/share class level) allows clients to see which investors are moving money (retail or institutional), which funds or managers are benefiting most from those movements, and gives further insight into global investor sentiment on important market topics (active vs. passive, multi-asset, ESG, etc.).

**4. Proprietary Data Sets:** by combining both fund flows and allocation data sets, EPFR has created indicative factors and derived datasets to view how much money is moving between geographies, sectors, industries and stocks on a daily, weekly and monthly basis.





# Introducing the Datasets

Connect the dots by uncovering why trends are occurring.

## Fund Flows

Fund Flows track how much money retail and institutional investors are putting into or pulling out of globally domiciled ETF's and mutual funds:

- Over \$38 trillion in assets tracked, as reported data
- Daily (T+1), Weekly (T+1), Monthly (T+16)
- Filters: ETF/Mutual Fund, Retail/Institutional, Active/Passive, Domicile, Currency, Benchmark and more
- Aggregate, Manager, Fund, Shareclass levels

## Country Flows

Combines Fund Flows and Country Allocations to estimate how much money is going into countries and regions from all fund groups

- Over \$28 trillion in assets; derived data set
- Daily (T+1), Weekly (T+1), Monthly (T+23)
- Delivery via web interface, email, FTP
- Excel, text, csv formats

## Sector Flows

Combines Fund Flows and Sector Allocations to estimate how much money is going into sector groupings from all equity funds

- Over \$19 trillion in assets; derived data set
- Daily (T+1), Weekly (T+1), Monthly (T+23)
- Delivery via web interface, email, FTP
- Excel, text, csv formats

## Industry Flows

Combines Fund Flows and Industry Allocations to estimate how much money is going into industry groupings from all equity funds

- Over \$18 trillion in assets; derived data set
- Daily (T+1), Weekly (T+1), Monthly (T+23)
- Delivery via web interface, email, FTP
- Excel, text, csv formats

## Stock Flows

Combines Fund Flows and Stock Allocations to estimate how much money is going into a given stock/security

- Over \$7 trillion in assets; derived data set
- Flat files; delivery via FTP only
- Daily (T+1), Monthly (T+26)
- Aggregate level

Quickly convey information to support timely decision making with indices that show cumulative flow.

## Country Allocations

How much of their portfolios are fund managers allocating to countries and regions?

- Over \$3 trillion in assets; as reported data
- Monthly (T+23)
- Delivery via web interface, email, FTP
- Excel, text, csv formats
- Aggregate, Manager, Fund levels

## Sector Allocations

How much of their portfolios are fund managers allocating to various sectors as a whole?

- Over \$8 trillion in assets; as reported data
- Monthly (T+23)
- Delivery via web interface, email, FTP
- Excel, text, csv formats
- Aggregate, Manager, Fund levels

## Industry Allocations

How much of their portfolios are fund managers allocating to various industries as a whole?

- Over \$6 trillion in assets; as reported data
- Monthly (T+23)
- Delivery via web interface, email, FTP
- Excel, text, csv formats
- Aggregate, Manager, Fund levels

## Stock Allocations

How much of their portfolios are fund managers allocating to individual securities globally?

- Over \$7 trillion in assets; as reported data
- Monthly (T+26)
- Flat files; delivery via FTP only
- Aggregate level

## FX Allocations

How much exposure to different currencies do fund managers have in their portfolios?

- Over \$2 trillion in assets; as reported data
- Monthly (T+39)
- Delivery via web interface, email, FTP
- Excel, text, csv formats
- Aggregate, Manager, Fund levels

## China Share Class Allocations

How much of foreign portfolios are fund managers allocating to 9 different Chinese Share Classes?

- Over \$1.8 trillion in assets; as reported data
- Monthly (T+35)
- Delivery via web interface, email, FTP
- Excel, text, csv formats
- Aggregate, Manager, Fund levels



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