



• AUGUST IN BRIEF:

- The European funds industry enjoyed net inflows of €18.5bn into long-term mutual funds for August 2014.
- **Single fund market flows for long-term funds showed a mixed but positive picture for August. The single market with the highest net inflows for August was once again Italy (+€4.1bn), followed by Germany (+€1.3bn) and Spain (+€1.1bn). Meanwhile, the UK (-€0.3bn), Austria (-€0.3bn), and Turkey (-€0.2bn) stood on the other side.**
- Bond funds—with estimated net inflows of €11.5bn—were the best selling asset class overall for August.
- **BlackRock, with net sales of €2bn, was the best selling group of long-term funds for August, ahead of DeAWM (+€1.5bn) and Vanguard (+€1.4bn).**
- Provisional figures for Luxembourg- and Ireland-domiciled funds suggest bond funds, with estimated net inflows of around €3.6bn, will again be the best selling products for September.
- Read commentary from Lipper's Research team globally at: lipperinsight.thomsonreuters.com
- To read our **European Fund Market Review 2014** - Click [here](#)

European investors become risk cautious in August

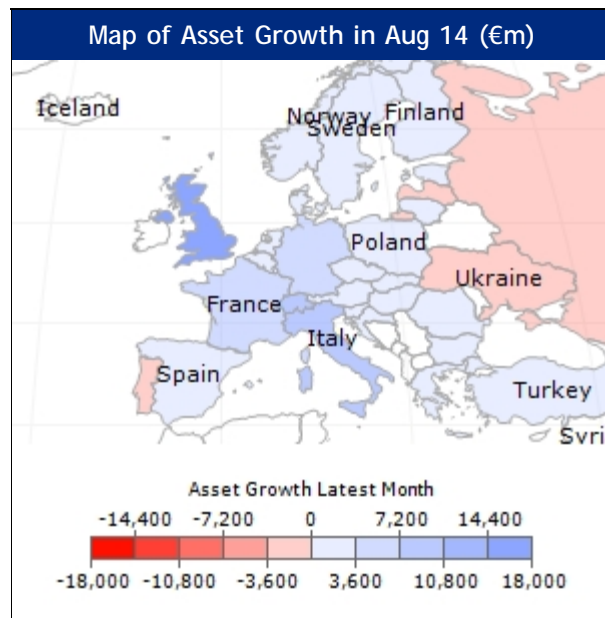
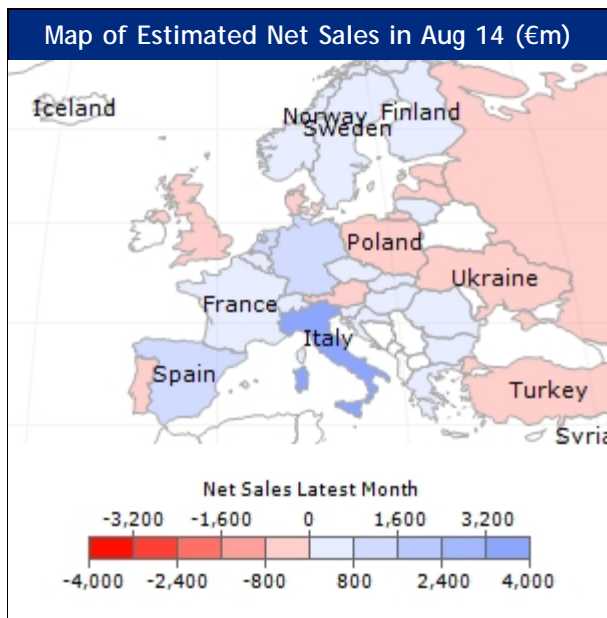
European investors become risk cautious in August Fund flows in August slowed after strong inflows into mutual funds in July. Nevertheless, the European mutual fund industry enjoyed overall net inflows of €18.5bn into long-term mutual funds for August. Once again, the majority of these flows were gathered by bond funds (+€11.5bn), followed by mixed-asset products (+€7.5bn). These two asset types outpaced all other types of long-term funds. The third best asset type in terms of net flows, property funds, saw inflows of €0.7bn, while equity funds saw shy inflows of around €0.3bn and commodity funds (+€0.02bn) stood near the zero line. On the other side, alternative/hedge funds (-€0.5bn) and funds from the "other" peer group (-€1.0bn) suffered net outflows.

Money market products enjoyed net inflows for August, with money market funds gathering €9.6bn while enhanced money market funds faced outflows of €0.5bn.

With regard to long-term funds, asset allocation products (+€3.8bn) were once again the best selling asset class, followed by bonds flexible (+€2.7bn) and bonds global currencies (+€2.6bn) as well as bonds EUR (+€2.5bn) and equities Pacific ex Japan (+€2.2bn). At the other end of the spectrum bonds USD corp. HY once again suffered net outflows (-€2.8bn), bettered by bonds global HY (-€1.5bn) as well as equities Europe (-€1.2bn) and equities North America mid-/small-cap (-€1.2bn).

Early indicators for August activity

While the focus of this report is to summarise comprehensive data on mutual fund flows across Europe for August 2014 (see above and over), there is also an opportunity to provide some early indicators of provisional flows data for September. Looking at Luxembourg- and Ireland-domiciled long-term mutual funds, bond funds—with projected net inflows of around €3.6bn—should be the best selling asset class for September, followed by mixed-asset funds (+€3.2bn) and equity products (+€1.5bn).



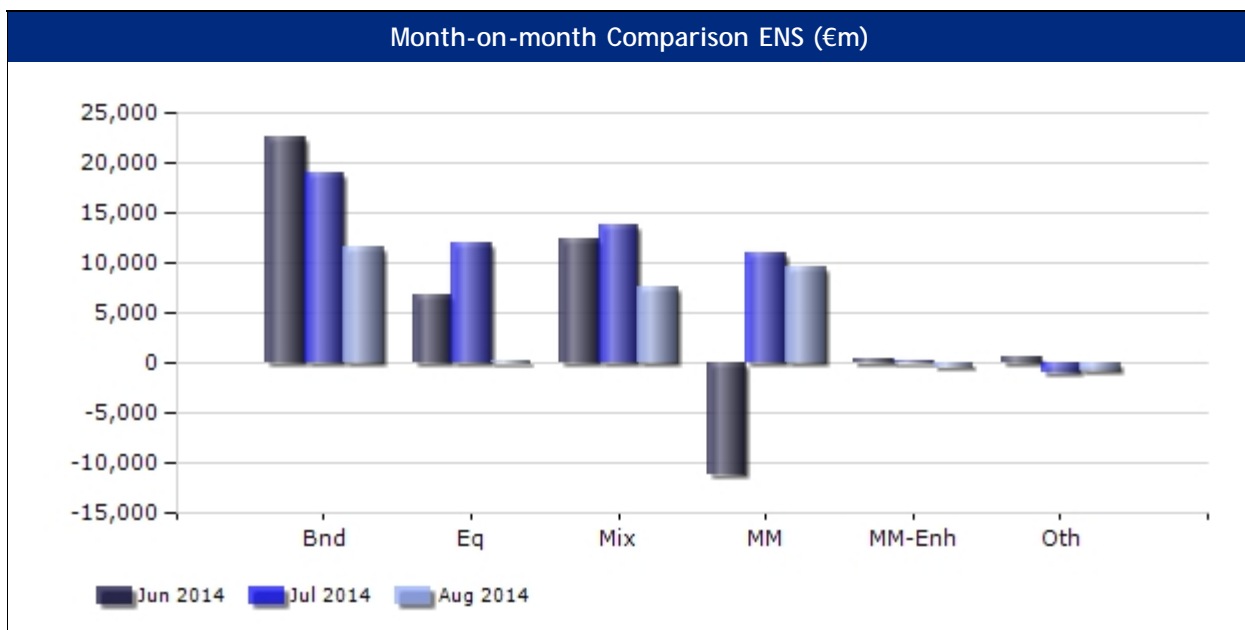
Note: European Data Map excludes international activity

Top 5 Markets by Asset Aug 14 (€bn)

Fund Market	Assets	Mth Grwth
International	2,807.5	71.2
United Kingdom	942.8	17.9
Germany	517.9	6.7
Italy	358.5	7.6
Switzerland	339.6	8.2
Rest	1,197.8	20.3
Total	6,164.2	131.8

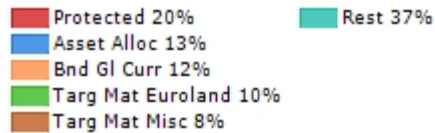
Top 5 Markets by ENS in Aug 14 (€m)

Fund Market	Est Net Sales
International	9,320.9
Italy	4,054.5
Germany	1,341.4
Spain	1,140.0
Netherlands	868.2
Rest	1,816.5
Total	18,541.5



Note: charts and rankings on this page exclude funds of funds and money market funds. ENS=Estimated net sales. TNA=Total net assets.

Launches: Top Sectors by Assets in Aug 14



Launches: Assets by domicile in Aug 14



Top Selling Sectors Latest 12 Months (€m)

Asset Alloc	68,825.5
Eq Europe	28,200.4
Bnd Flex	26,557.3
Mix Cons	21,914.8
Bnd Eur	16,112.6
Eq Speciality	15,534.5
Eq Nth Am	15,086.3
FF Cons	14,536.5
Bnd Eur Corp HY	14,177.1
Eq Global	13,037.2

Top Selling Sectors in Aug 14 (€m)

Asset Alloc	3,789.6
Bnd Flex	2,724.4
Bnd GI Curr	2,576.8
Bnd Eur	2,501.4
Eq Pac ex Jpn	2,166.9
Bnd Eur CIG	1,983.2
Bnd Eur Sh-T	1,869.3
Eq Em Mkt	1,676.9
Mix Cons	1,675.7
Mix Bal	1,673.5

Bottom Selling Sectors Latest 12 months

Guarant'd	-16,515.7
Bnd USD	-9,819.7
Eq DE	-6,530.9
Bnd Em Mkt Loc Cur	-4,406.5
Bnd Asian Curr	-4,127.4
Bnd Infl-link	-3,596.4
Eq Lat Am	-2,786.1
Eq C/E Europe	-2,589.0
Bnd GBP CIG	-2,583.4
Eq Russia	-2,478.9

Bottom Selling Sectors in Aug 14

Bnd USD Corp HY	-2,766.6
Bnd GI HY	-1,547.9
Eq Europe	-1,232.0
Eq Nth Am S/Mid	-1,198.9
Eq Euroland	-1,065.2
Eq Eur S/Mid	-978.6
Eq UK	-844.5
Bnd Europ Curr Corp HY	-792.4
Conv Bnd & Ops	-782.3
Bnd Eur Corp HY	-724.0

Top Master Groups by Sales in Aug 14 (€m)

Groups	Nat	Assets	Net Sales
BlackRock	US	375,233.9	1,996.8
DeAWM	DE	195,562.6	1,548.4
Vanguard	US	58,638.0	1,409.6
Pioneer	IT	98,645.4	1,366.3
JP Morgan	US	118,639.1	1,345.0

Top Master Groups by Assets Growth (€m)

Groups	Nat	Assets	Assets Growth LY
BlackRock	US	375,233.9	89,229.2
JP Morgan	US	118,639.1	32,450.6
DeAWM	DE	195,562.6	30,644.3
UBS	CH	170,187.3	29,038.3
Prudential/M&G	GB	121,842.2	25,447.8

Top 10 Selling Funds in Aug 14 (€m)

Fund Name	Domicile	ENS
HSBC FTSE All-World Index	United Kingdom	1,057.3
Vanguard Investment Series Plc - Vanguard S&P 500 UCITS ETF	Ireland	761.8
iShares Core DAX UCITS ETF (DE)	Germany	613.3
M&G Optimal Income Fund	United Kingdom	612.0
Standard Life Global Absolute Return Strategies	United Kingdom	555.9
KBC Bonds EMU Short	Luxembourg	552.9
Eurizon Cedola Attiva Più Ottobre 2019	Italy	501.9
Legg Mason Brandywine Global Sovereign Credit Fund	Ireland	501.8
Pioneer Strategy Funds - Emerging Markets Bonds 2019	Luxembourg	494.6
Pioneer Structured Solution Fund - UniCredit a Formula Europa 6 Novembre 2020	Luxembourg	479.6

Top 5 Selling Funds Latest Quarter (€m)

Fund Name	Type	ENS
CF Woodford Equity Income	Equity	3,251.0
Scottish Widows Corporate Bond Tracker Fund	Bond	2,699.4
Eastspring Investments Developed Asia Equity	Equity	2,424.8
Vanguard Investment Series Plc - Vanguard S&P 500 UCITS ETF	Equity	1,778.7
JPMorgan Investment Funds - Global Income	Mixed Assets	1,742.4