



## • SEPTEMBER IN BRIEF:

- The European funds industry enjoyed net inflows of €3.2 bn into long-term mutual funds for September 2014.
- **Single fund market flows for long-term funds showed a mixed but positive picture for September; 17 of the 33 markets covered in this report showed net inflows. The single market with the highest net inflows for September was Germany (+€2.2bn), followed by Italy (+€2bn) and Spain (+€1.1bn). Meanwhile, the Netherlands (-€1.5bn), Belgium (-€0.7bn), and Denmark (-€0.5bn) stood on the other side.**
- Mixed-asset products—with estimated net inflows of €8.6bn—were the best selling asset class overall for September.
- **Vanguard, with net sales of €1.5bn, was the best selling group of long-term funds for September, ahead of Amundi (+€1.2bn) and DeAWM (+€1.1bn).**
- Provisional figures for Luxembourg- and Ireland-domiciled funds suggest bond funds, with estimated net inflows of around €4.8bn, will again be the best selling products for October.
- Read commentary from Lipper's Research team globally at: [lipperinsight.thomsonreuters.com](http://lipperinsight.thomsonreuters.com)
- To read our **European Fund Market Review 2014** - Click [here](#)

## European investors favour asset allocation building blocks in September

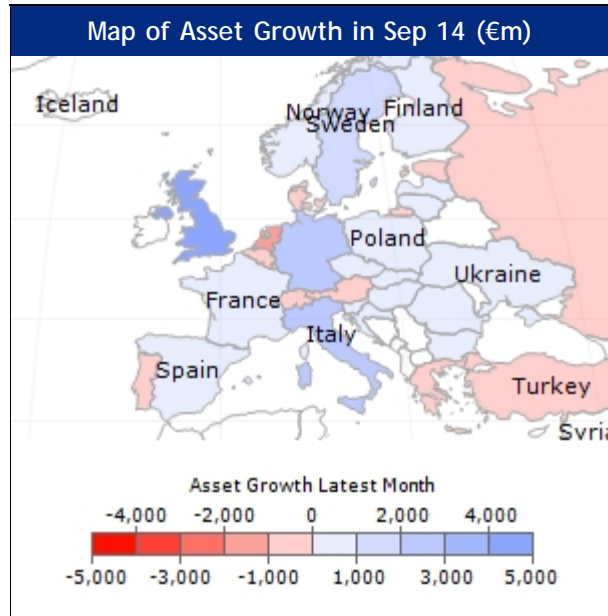
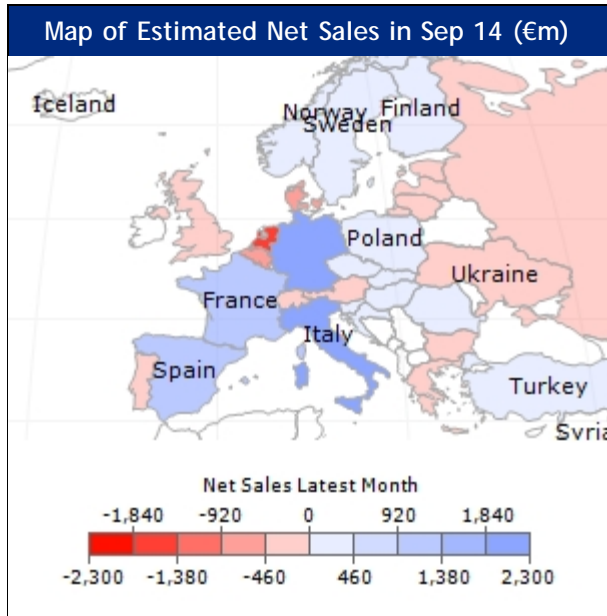
Fund flows in September showed a massive slowdown after strong inflows into mutual funds for the first eight months of the year. Nevertheless, the European mutual fund industry still enjoyed overall net inflows of €3.2bn into long-term mutual funds for September. The overall flow pattern was driven by high inflows into mixed-asset products (+€8.6bn) and—compared to the rest of the year—low flows into bond products (+€1.6bn) as well as outflows from equity funds (-€5.3bn). In addition, alternative/hedge products (-€0.2bn), commodity funds (-€0.4bn), and funds from the “other” peer group (-€1.4bn) suffered net outflows.

Money market products faced net outflows for September, with money market funds losing €12.3bn, while enhanced money market funds enjoyed net inflows of €0.3bn.

With regard to long-term funds it is not surprising that asset allocation products (+€2.9bn) were once again the best selling asset class, followed by mixed-asset conservative (+€2.9bn) and mixed-asset balanced (+€2.5bn) funds as well as bonds EUR corporate investment-grade debt funds (+€2.0bn) and bonds flexible funds (+€1.9bn). At the other end of the spectrum bonds USD corp. HY once again suffered net outflows (-€4.5bn), bettered by equities Euroland (-€3.2bn) as well as equities Germany (-€2.9bn).

## Early indicators for October activity

While the focus of this report is to summarise comprehensive data on mutual fund flows across Europe for September 2014 (see above and over), there is also an opportunity to provide some early indicators of provisional flows data for October. Looking at Luxembourg- and Ireland-domiciled long-term mutual funds, bond funds—with projected net inflows of around €4.8bn—should be the best selling asset class for October, followed by mixed-asset funds (+€3.2bn) and equity products (+€1.8bn). Even though these numbers are estimates, it seems bond funds continue to be the best selling asset type in Europe, while mixed-asset products are coming increasingly into investors' favour.



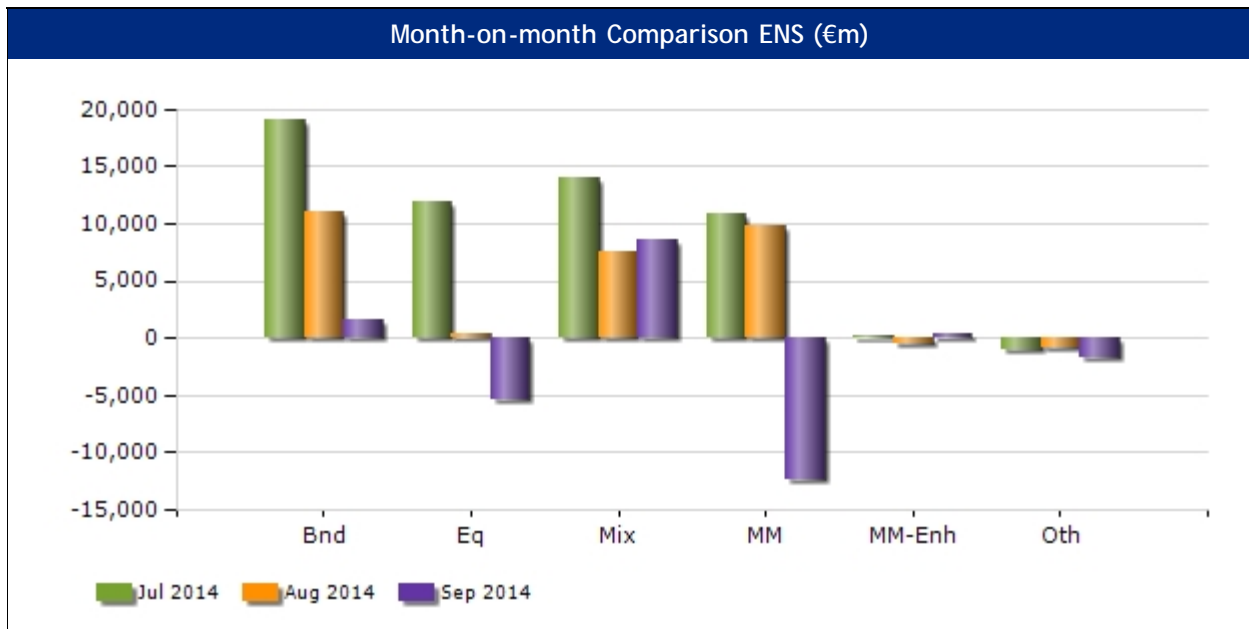
Note: European Data Map excludes international activity

### Top 5 Markets by Asset Sep 14 (€bn)

Fund Market	Assets	Mth Grwth
International	2,833.4	14.9
United Kingdom	934.5	5.0
Germany	520.0	2.1
Italy	361.4	2.5
Switzerland	339.5	-0.2
Rest	1,196.4	0.3
<b>Total</b>	<b>6,185.2</b>	<b>24.5</b>

### Top 5 Markets by ENS in Sep 14 (€m)

Fund Market	Est Net Sales
Germany	2,231.5
Italy	2,011.9
Spain	1,079.5
France	964.3
Finland	396.3
Rest	-3,490.2
<b>Total</b>	<b>3,193.4</b>



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 Sep 14



FF Life Cycle 12%    Bnd Flex 8%  
 Asset Alloc 8%    Eq Nth Am 5%  
 Eq Global 8%    Rest 59%

### Launches: Assets by domicile in Sep 14



Luxembourg 52%    United Kingdom 5%  
 Sweden 17%    Ireland 5%  
 Switzerland 8%    Rest 13%

### Top Selling Sectors Latest 12 Months (€m)

Asset Alloc	68,688.1
Bnd Flex	26,937.4
Mix Cons	24,273.3
Eq Europe	22,564.9
Bnd Eur	17,648.1
Eq Nth Am	17,150.0
FF Cons	16,768.5
Mix Bal	15,664.7
Eq Speciality	15,142.2
Bnd Eur CIG	14,919.5

### Top Selling Sectors in Sep 14 (€m)

Asset Alloc	2,949.9
Mix Cons	2,920.7
Mix Bal	2,492.7
FF Cons	2,322.1
Bnd Eur CIG	1,995.7
Bnd Flex	1,860.6
FF Asset Alloc	1,686.3
Eq Pac ex Jpn	1,434.5
Bnd GI Curr	1,270.0
Eq Nth Am	1,233.2

### Bottom Selling Sectors Latest 12 months

Guarant'd	-16,148.4
Bnd USD	-9,144.6
Eq DE	-7,672.7
Bnd USD Corp HY	-6,681.7
Bnd Em Mkt Loc Cur	-3,465.6
Bnd Infl-link	-3,296.7
Bnd Asian Curr	-2,961.4
Eq Lat Am	-2,827.6
Eq C/E Europe	-2,610.5
Eq Russia	-2,495.5

### Bottom Selling Sectors in Sep 14

Bnd USD Corp HY	-4,543.7
Eq Euroland	-3,236.2
Eq DE	-2,945.5
Bnd GI HY	-1,722.6
Eq UK	-1,511.1
Eq Eur S/Mid	-1,138.1
Bnd USD	-1,099.8
FF Sh-T Dyn	-956.7
Eq Europe	-915.8
Guarant'd	-833.6

### Top Master Groups by Sales in Sep 14 (€m)

Groups	Nat	Assets	Net Sales
Vanguard	US	60,464.7	1,468.2
Amundi	FR	109,234.6	1,197.3
DeAWM	DE	197,029.7	1,148.6
Nordea	SE	92,339.7	1,066.7
VR/Union	DE	112,637.7	921.9

### Top Master Groups by Assets Growth (€m)

Groups	Nat	Assets	Assets Growth LY
BlackRock	US	373,694.0	76,016.8
JP Morgan	US	119,392.0	29,755.4
DeAWM	DE	197,029.7	29,640.6
UBS	CH	171,753.0	27,925.7
Prudential/M&G	GB	122,579.7	23,151.5

### Top 10 Selling Funds in Sep 14 (€m)

Fund Name	Domicile	ENS
JPMorgan Investment Funds - Global Income	Luxembourg	639.0
Franklin Upper Tier Floating Rate Fund	Luxembourg	611.7
iShares Core S&P 500 UCITS ETF (USD)	Ireland	560.5
CF Woodford Equity Income	United Kingdom	516.3
Allianz Global Investors Fund - Allianz Income and Growth	Luxembourg	476.8
Eurizon Cedola Attiva Ottobre 2019	Italy	451.0
JPMorgan Funds - Europe Equity Plus Fund	Luxembourg	436.3
Vanguard Investment Series Plc - Vanguard FTSE 100 UCITS ETF	Ireland	413.9
Eurizon Cedola Attiva Più Ottobre 2019	Italy	402.5
Structura - European High Yield Bond	Luxembourg	388.7

### Top 5 Selling Funds Latest Quarter (€m)

Fund Name	Type	ENS
Vanguard Investment Series Plc - Vanguard S&P 500 UCITS ETF	Equity	1,958.8
JPMorgan Investment Funds - Global Income	Mixed Assets	1,830.5
CF Woodford Equity Income	Equity	1,658.0
M&G Optimal Income Fund	Bond	1,330.6
Eastspring Investments Developed Asia Equity	Equity	1,320.1