

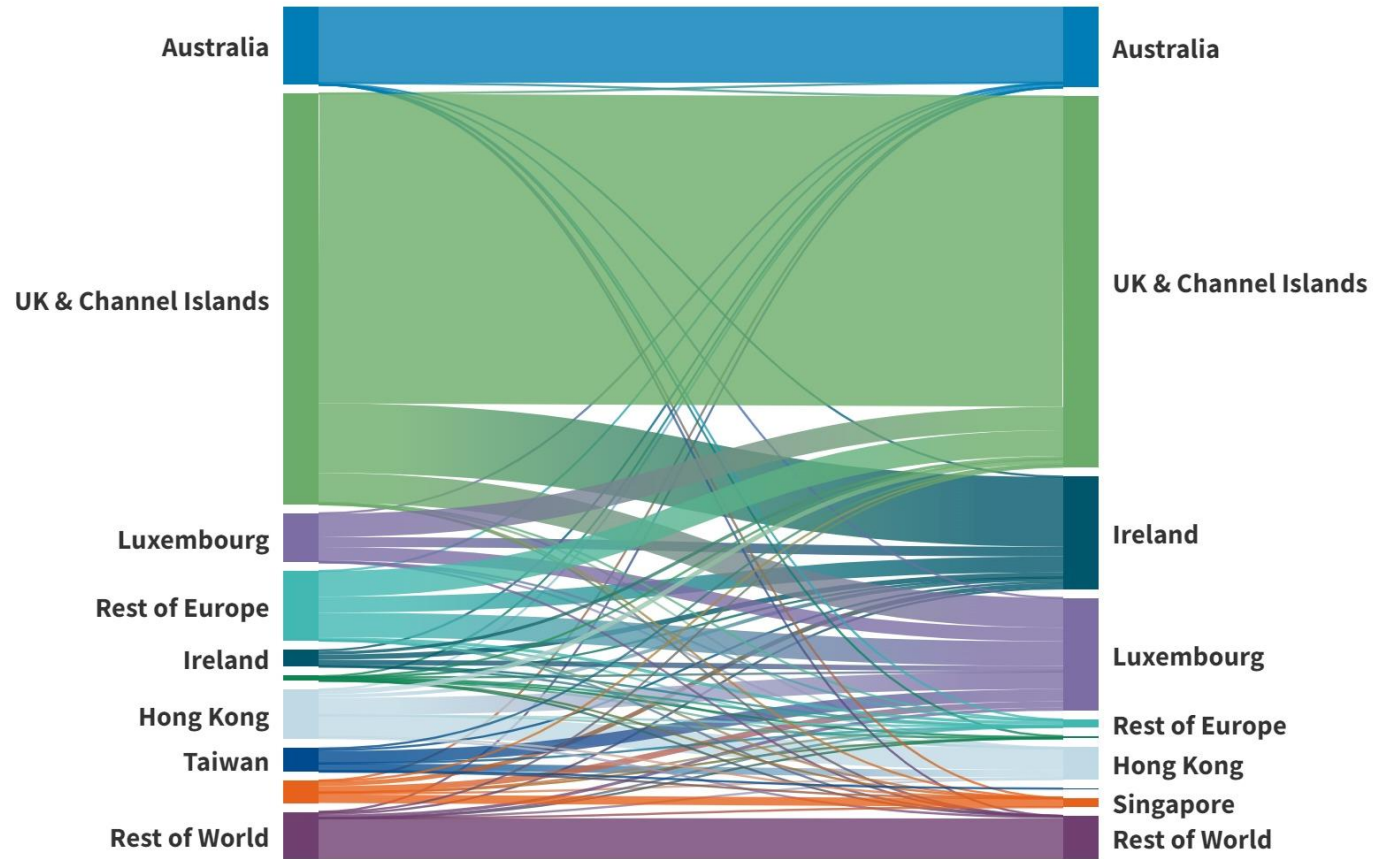


DISTRIBUTION OUTLOOK – UNDERSTANDING INVESTOR SENTIMENT THROUGH FUND FLOWS

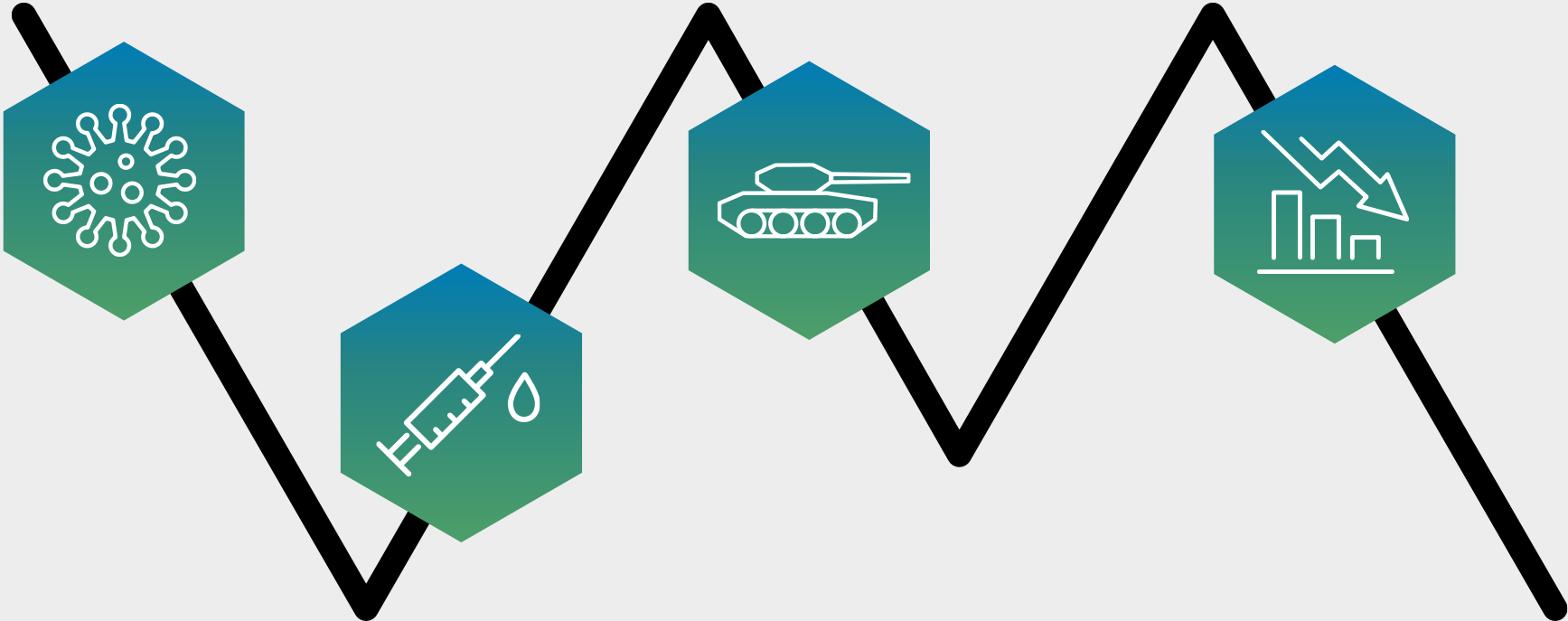
Dominic De Lisle, Director, Content and Communications,
Calastone

THE CALASTONE NETWORK

Global Cross-Border Fund Flows on Calastone's Global Network - 2019-2023
(excludes money market funds)

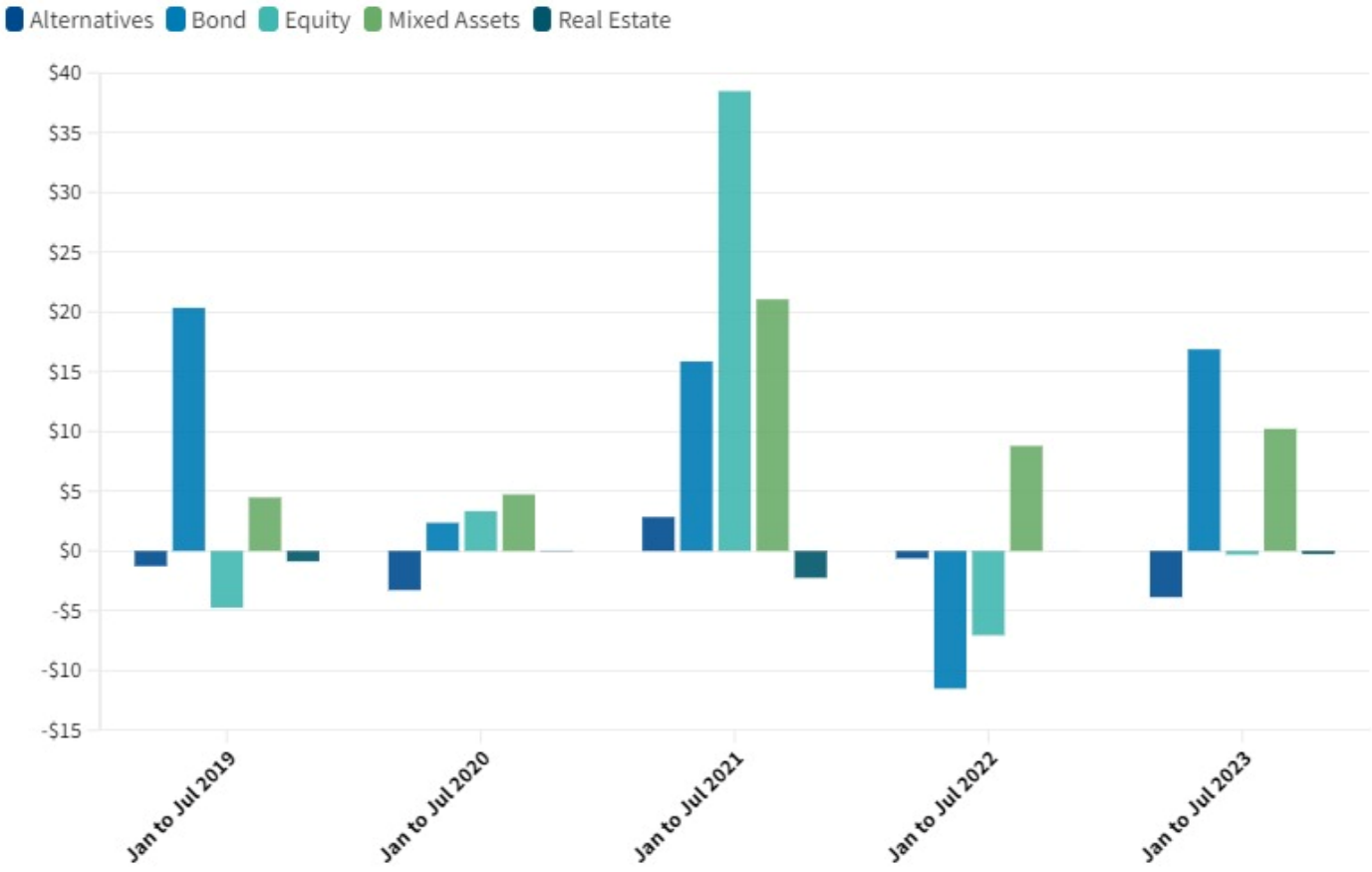


GLOBAL FUND FLOWS



GLOBAL FUND FLOWS

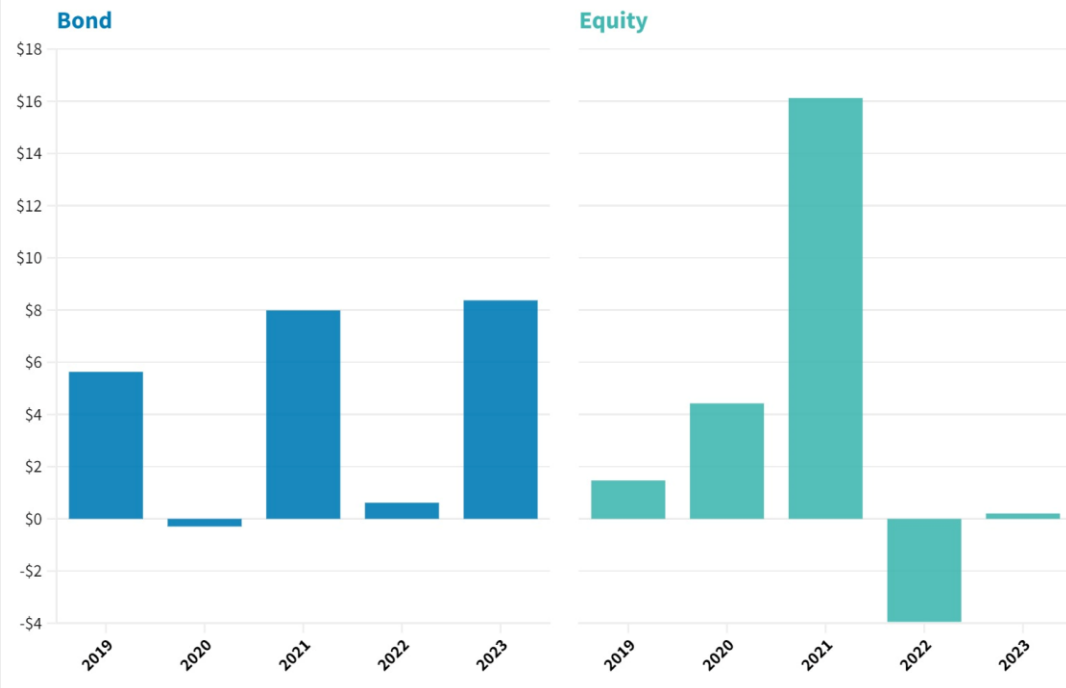
Net Fund Flows - Strong inflows to fixed income in 2023
Source: Calastone, January to July each year, \$bn



FUND FLOWS – UK/EUROPE – MOST NEGATIVE GLOBALLY

UK Net Fund Flows - Strong preference for bonds over equities in 2023

Source: Calastone, January to July each year, \$bn



Europe ex UK - neutral on bonds and equities in 2023

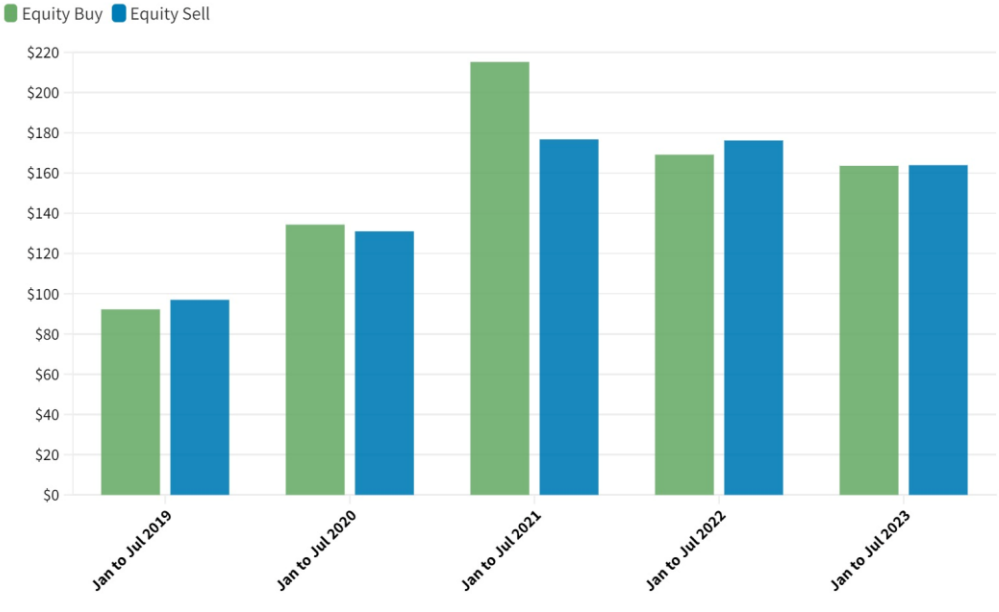
Source: Calastone, January to July each year, \$bn



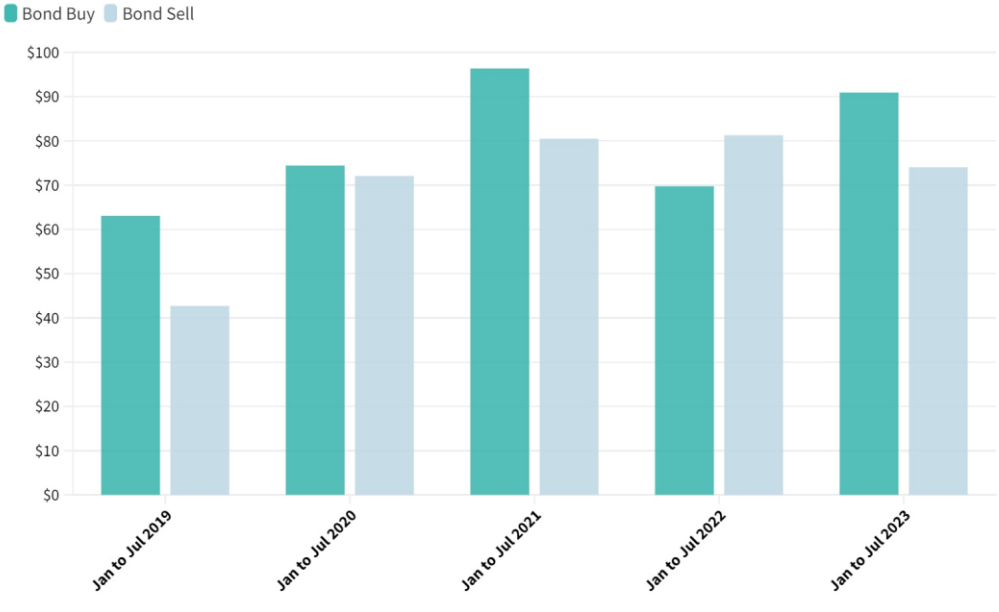
BUYING ACTIVITY IMPACTING VOLUMES

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Changes in buying activity are a more important driver of volumes than changes in selling
Source: Calastone



Changes in buying activity are a more important driver of volumes than changes in selling
Source: Calastone



GLOBAL FUNDS GROW IN POPULARITY

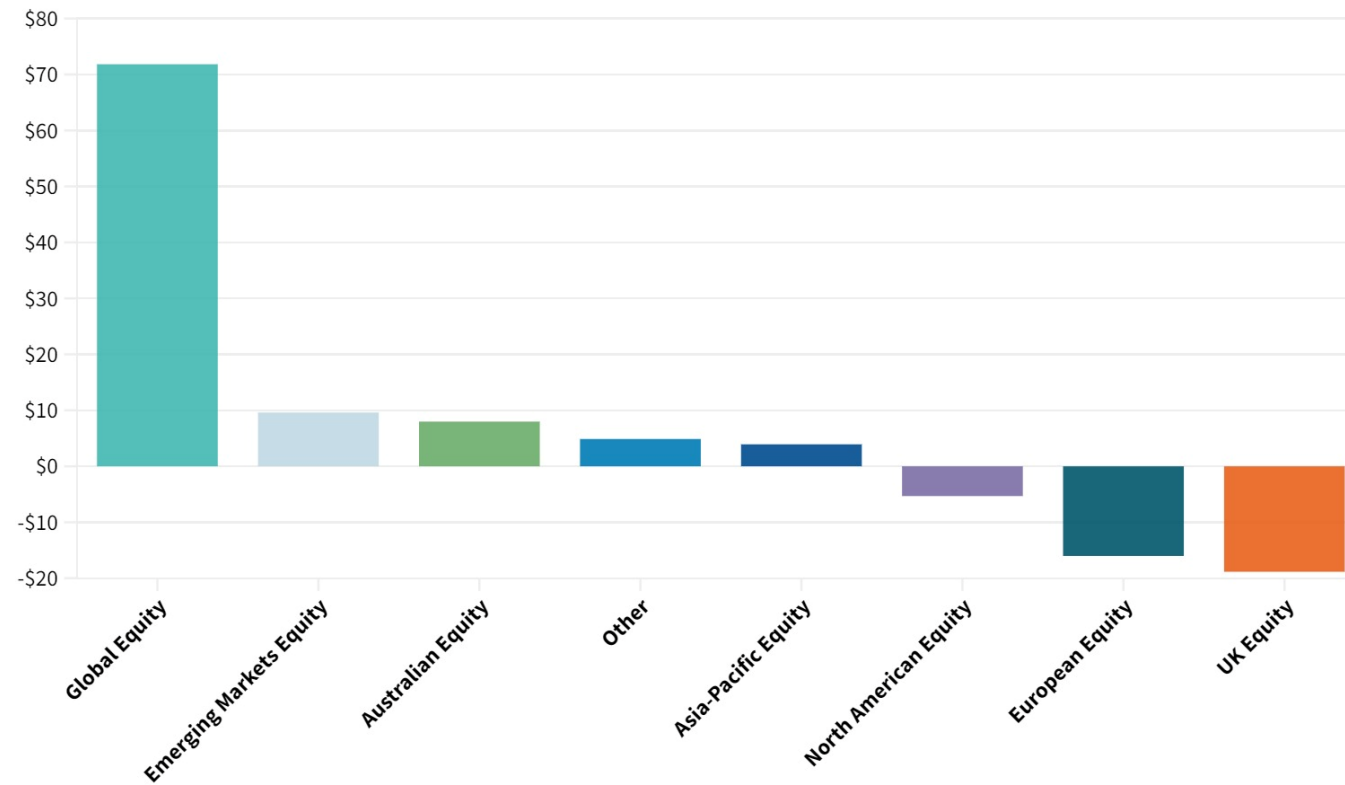


GLOBAL FUNDS GROW IN POPULARITY

Investors favour global equity funds

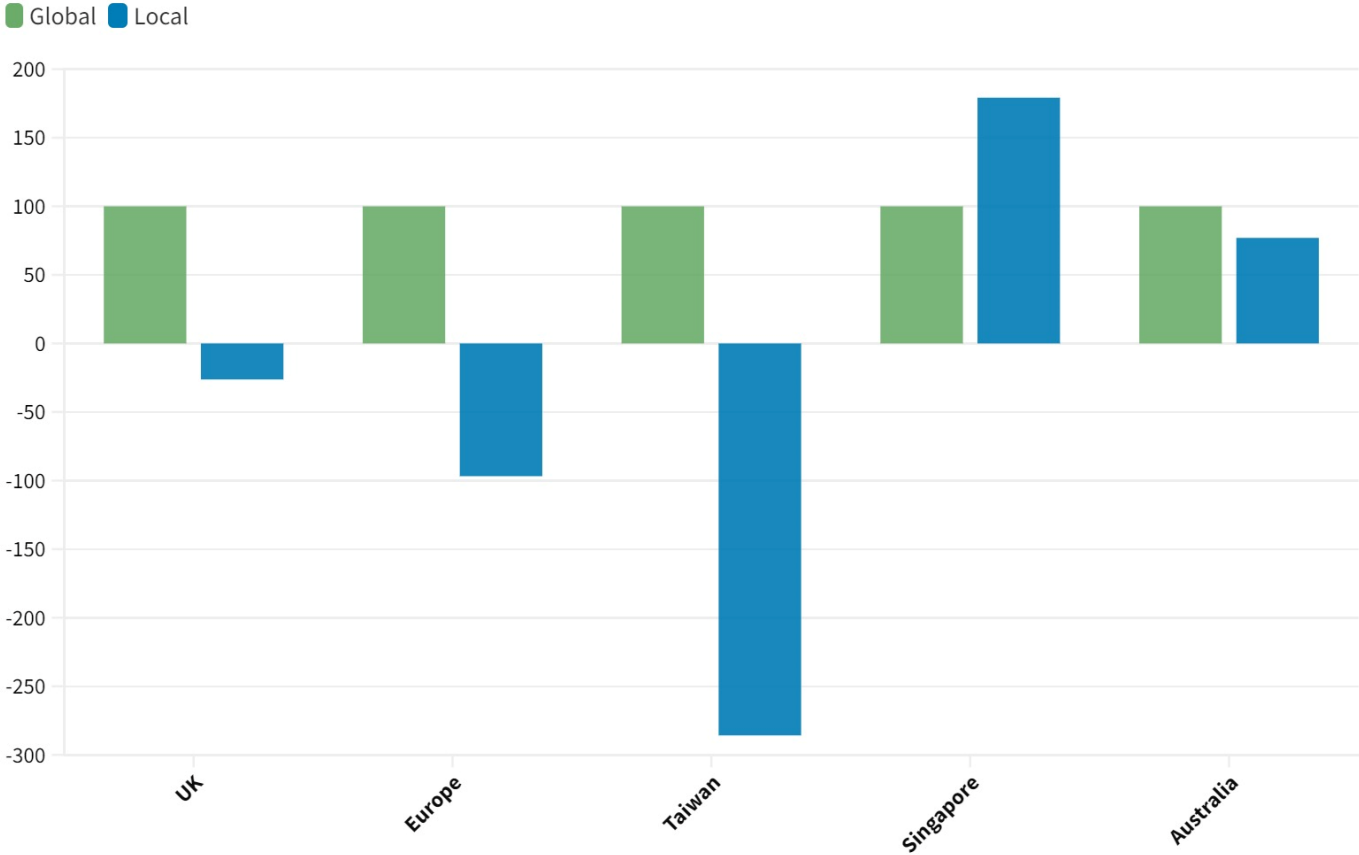
Source: Calastone, January 2019 to July 2023

Global Equity Emerging Markets Equity Australian Equity Other Asia-Pacific Equity North American Equity
European Equity UK Equity



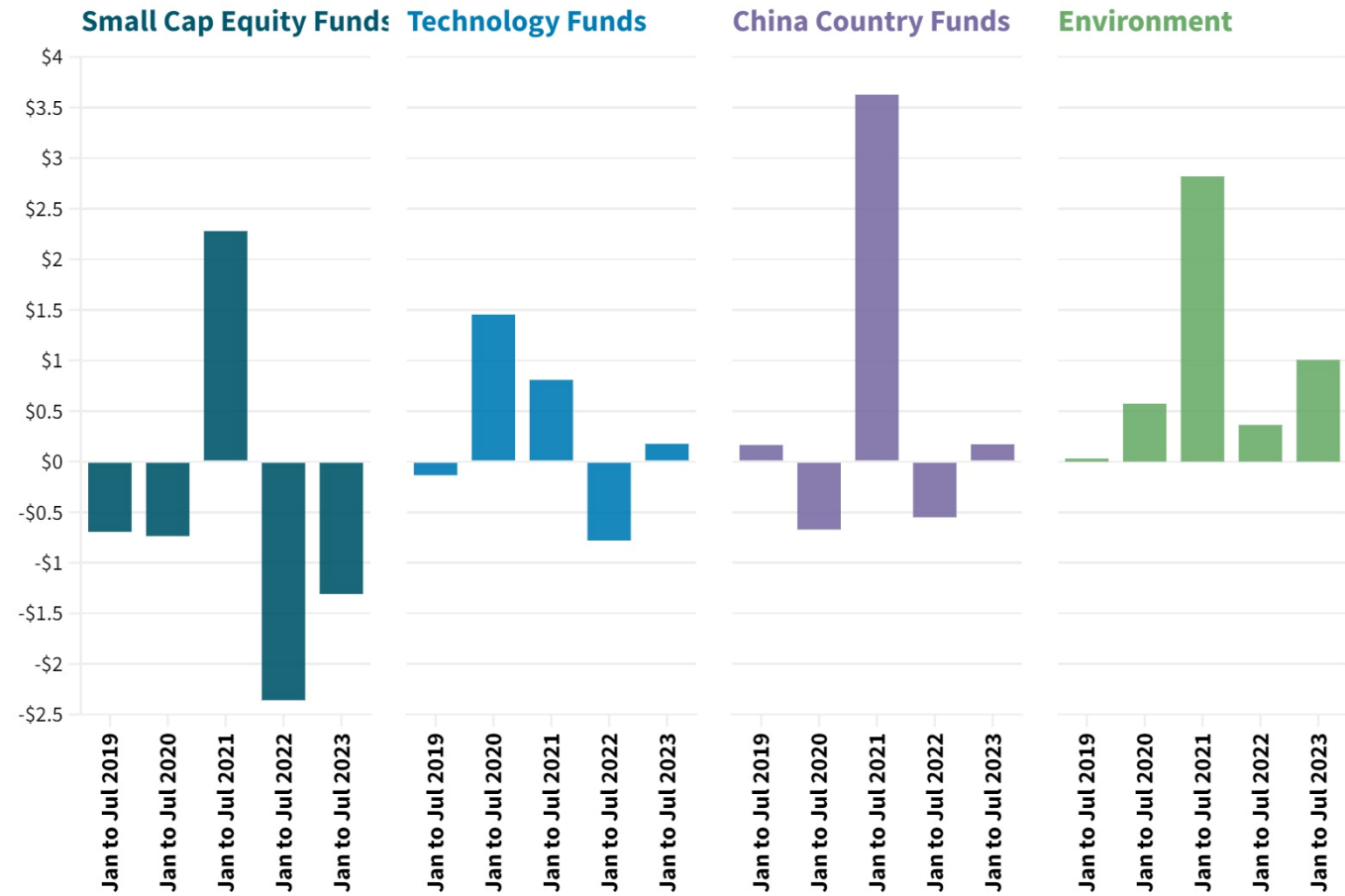
GLOBAL FUNDS - REGIONAL VIEW

Investors favour global equity funds
Source: Calastone, January 2019 to July 2023 (selected territories, indexed)

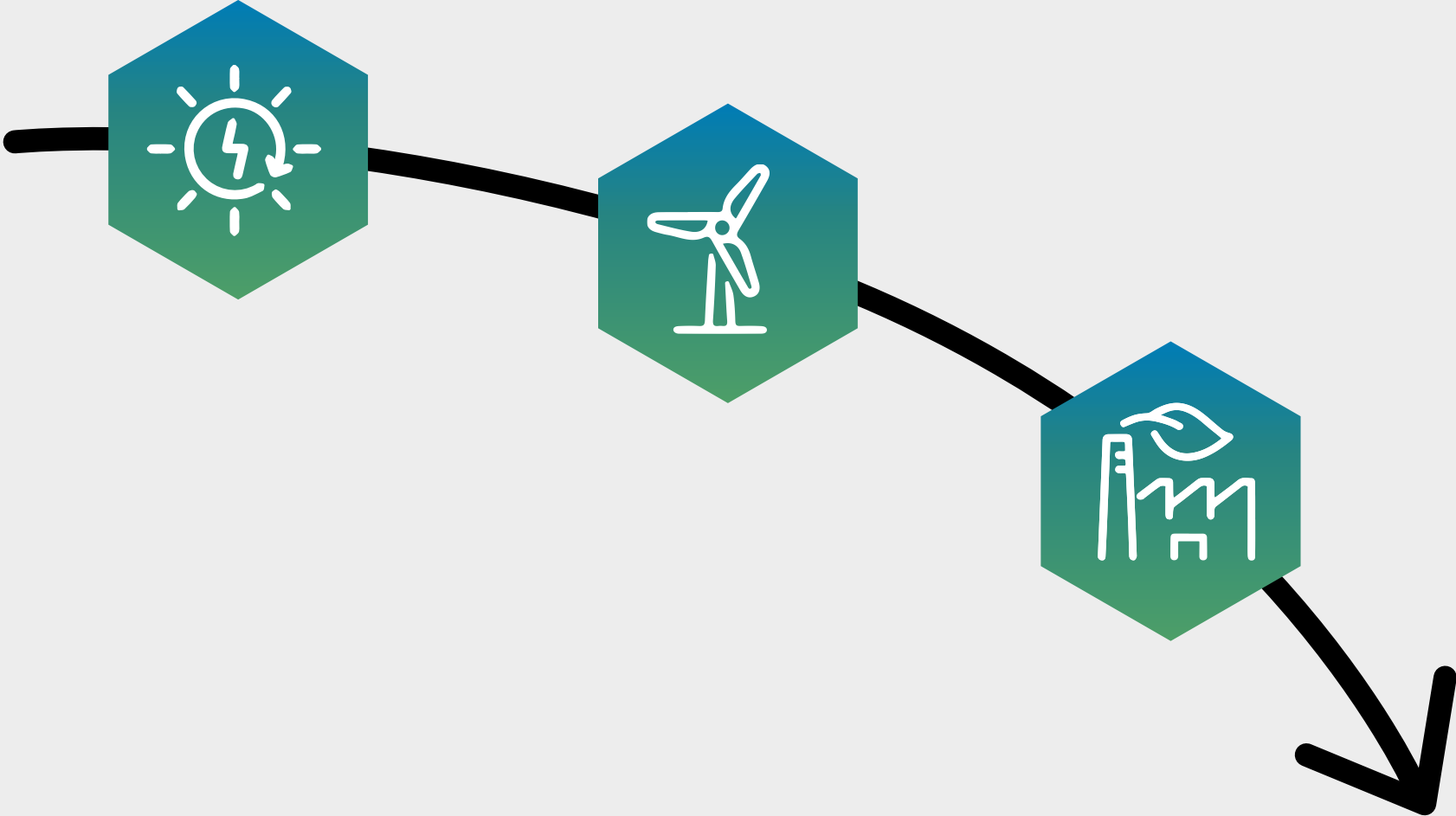


FUND CATEGORIES

Calastone Net Fund Inflows - selected fund types (USD bn)



ESG INVESTING – TREND REVERSING



ESG INVESTING – TREND REVERSING

The rise of ESG - strong net inflows until 2023

Source: Calastone, January 2019 to July 2023



ESG INVESTING AND CHANGING DEMOGRAPHICS?

When choosing investment funds, how important would the following criteria be?

For all millennials

	Total	UK	USA	Australia	France	Germany	Hong Kong
Long-term returns	53%	50%	58%	60%	46%	49%	58%
Fees / expenses	53%	54%	60%	59%	49%	43%	52%
Transparency of the firm's investment strategy	50%	48%	55%	57%	50%	43%	45%
Reputation of the fund / firm / institution	49%	55%	60%	58%	43%	34%	44%
Being able to speak to somebody in person	42%	43%	53%	44%	47%	36%	31%
Ability to manage funds via digital platforms	41%	47%	50%	54%	34%	27%	36%
Credentials of Fund Managers	37%	40%	49%	41%	42%	24%	29%
Investment in ethical funds, causes & products	32%	35%	43%	37%	29%	23%	26%

THE CALASTONE FUND FLOW INDEX