

INVESTOR BRANDSCOPE™: 2010

Measuring the Impact of Brand and Loyalty on Revenue in the Affluent Marketplace

The leading industry standard for understanding what drives investment product and brand selection, Investor Brandscope™ is a critical element of any branding and distribution strategy. Tracking the attitudes and behaviors of affluent investors since 2006, the report explores investors' awareness, perceptions, usage, share of wallet, and loyalty to the top investment distributors, mutual fund managers, ETF manufacturers, and VA providers in the US today.

Areas of Inquiry

Who's Evaluated?

Advisors

Distributors

Mutual Fund Companies

ETF Providers

Variable Annuity Providers

- **Investment Mindset** – How do affluent investors feel about risk and the current environment? What proportion of their assets are they comfortable managing on their own?
- **The Role of Advisors** – Who uses an advisor and to what extent? How satisfied and loyal are investors to providers? Why do some investors use advisors and have (will) their behaviors change?
- **Asset Allocation and Product Mix** – What products are investors using, to what extent, and why?
- **Brand Equity and Momentum** – Which brands dominate unaided consideration? What do awareness levels look like? Which providers are winning on share of wallet and which brands are at risk? What firms garner the greatest satisfaction and loyalty? What is driving specific brands' strengths – or weaknesses?

PERSPECTIVE = ENLIGHTENMENT

Examining the leading 38 brands over a four year span reveals insights that emerge only by taking a longer, broader view of the landscape.

RIGOR = ACCURACY

Leveraging more than a decade of custom research experience, Cogent brings a level of rigor to the world of syndicated research that is unrivaled.

Methodology

Investor Brandscope™ data is collected via a web-based survey among a representative cross-section of **4,000** US adults with investable assets of \$100,000 or more.

Data is collected in the Fall each year over a two-week period.

The sample is stratified to allow for subgroup analysis by assets, generation, gender, distribution channel, advisor usage, and more.

- 1,800 Emerging Affluent Investors (\$100K - \$500K)
- 1,800 Affluent Investors (\$500K - <\$2 million)
- 400 High Net Worth Investors (2 million or more)

Value. Clients have successfully used this comprehensive report to drive overall brand strategy, as well as specific initiatives around product development, distribution, and marketing communications. The report allows subscribers to:

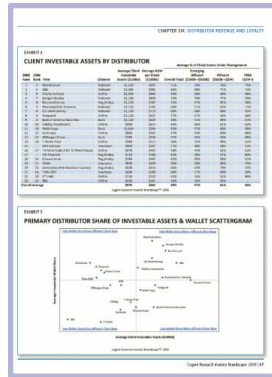
- Enhance segmentation strategy and targeting efforts
- Boost profitability by identifying client growth/loss segments
- Strengthen competitive positioning by discovering which competitors are significant threats, and which are weak
- Identify numerous opportunities to enhance market share
- Spark corporate action

"Cogent does superb work! We've really benefited from Brandscope. Last year we incorporated several of your insights into our 5-year planning process. I have a dog-eared and well-read copy right next to me. I imagine that Cogent's new efforts will prove to be equally valuable."
*Sr. Executive,
 Top 5 Distributor*

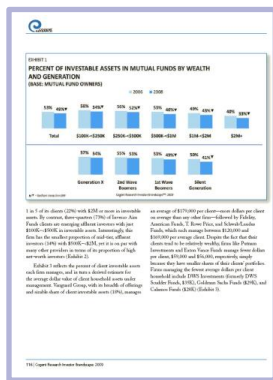
INSIDE THE REPORT



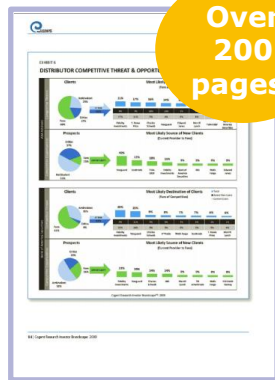
Rich insightful analysis



Compelling charts and tables



Data cuts by multiple segments



Competitive Threats & Opportunities

Over 200 pages!

Report Sections:

Affluent & High Net Worth Investors

- Planning & Retirement Preparedness
- The Investor/Advisor Relationship
- Investment Product Allocations

Distributor Relationships

- Brand Equity
- Market Share
- Revenue & Loyalty
- Competitive Threats & Opportunities

Mutual Fund, ETF, and VA Provider Relationships

- Brand Equity
- Market Share
- Revenue & Loyalty
- Competitive Threats & Opportunities

CoRe Score™ A comprehensive measure of brand momentum based upon a unique set of metrics.

DELIVERABLES & TIMING

Strategic Report: In-depth analysis of survey questions, detailed findings & strategic recommendations.

On-site Strategy Session & Presentation Deck: Customized presentation designed to deliver actionable results and facilitate strategic planning.

Custom Analysis: Additional custom data cuts and survey work by senior analysts available.

Timing:

Survey fielded: Oct 2009

Analysis and development: Nov- Dec 2009

Report delivery: Dec 2009

On-site strategy sessions and presentation decks:
Being scheduled now for January 2010

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Custom Research
Our custom research produces "actionable insights" that inspire decisions and drive behavior. Solutions include customer loyalty, brand assessment and tracking, product development, and customer acquisition and retention modeling.

Syndicated Research
The most up-to-date, comprehensive understanding of emerging issues and trends lets us continuously generate insight and action strategies for clients. Products and services include research briefs, syndicated reports, and sponsored papers.

Evidence-based Consulting
Our own proprietary data assets combined with client supplied information and primary research to produce powerful insights and recommendations toward product, trend, and client experience. The result is significantly improved bottom-line performance.

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