

PERSPECTIVE SERIES™

2010 Brandscape™ Reports

Understanding what drives product and brand selection is critical to the success of any branding and customer loyalty initiative. Cogent offers the most comprehensive evaluation of the advisor and investor landscapes pinpointing awareness, perceptions, usage, share of wallet, and loyalty towards investment distributors, mutual fund managers, ETF manufacturers, and VA providers. These studies track changes in attitudes, behavior, and product usage over the past four years.

Investor Brandscape™

This study is based upon 4,000 investors with investable assets of \$100,000 or more. Topics include:

- *Advisor Dependence and Investment Mindset*
- *Asset Allocation and Product Mix*
- *Brand Equity and Momentum*
- *Customer Experience*
- *Retirement and Investment Trends*

\$20,000 / December 2009

Advisor Brandscape™

This multi-channel study includes a representative sampling of 1,750 advisors across the wirehouse, regional, independent, bank, and RIA channels. Topics include:

- *Current and Future Product Usage*
- *Brand Equity and Momentum*
- *Customer Experience*
- *Advisor Investment Momentum*
- *Advisor Practice Trends*

\$20,000 / June 2010

Brandscape™ Dashboard

Obtain immediate and direct access to Brandscape™ data files via an online reporting dashboard. Run unlimited customer data cuts on select populations.

\$10,000 per database

Inquire
about
proprietary
questions
and
oversamples!

The Retirement Planscape™ — NEW IN 2010

This study examines the current state of the retirement plan landscape from the unique perspective of plan sponsors. It includes a comprehensive assessment of the plan selection process (including benefit priorities and decision drivers); attitudes and loyalty toward providers, advisors, consultants, and TPAs; and current unmet needs. Core metrics to be explored include the enrollment process, customer service, pricing, participant education, and investment options. Profiling is conducted at the plan-size level (small, medium, large) and by product type and plan structure. Sample reflects the geographic distribution of employers nationally.

\$25,000 / April 2010

Institutional Investor Trends™ — NEW IN 2010

This study investigates emerging trends and attitudes among institutional investors, including: mutual fund managers, pension plan administrators, foundation/endowment investment professionals, hedge fund managers, and consultants. Research topics include the use of investment vehicles such as mutual funds, ETFs, derivatives, commodities, and other securities. It explores the use of short/long, leverage, market timing, sector/asset class rotation, cash equitization, and other investment strategies. The study also gauges the investment selection process, internal decision-making and trade execution, as well as the use of proprietary and outside research.

\$25,000 / September 2010

DISCOVERY SERIES™

Investor-based Reports

\$7,500 per report

Investor Rollover Assets in Motion™. This study examines affluent investors' retirement preparations in the current market and steps they are taking to secure their financial future. It explores ESRP (employer-sponsored retirement plan) asset flows, specifically the financial services firms best positioned to capture rollover assets and the reasons behind investors' brand preferences.

In-Retirement Income™. This report chronicles how recent retirees are meeting their ongoing financial needs in retirement. It explores the products they use, the strategies they employ, and the people they rely upon to generate a reliable income stream.

The NeXt Generation of Millionaires™. This report examines the investment attitudes and behaviors of young, affluent professionals. Focused on GenXers, it explores behaviors, product preferences, and brand loyalty among the next generation of wealth in America.

Advisor-based Reports

\$9,500 per report

Advisor Rollover Assets in Motion™. This report examines advisors' strategies for attracting rollover assets and the types of products and specific providers they rely on to manage those assets.

Advisor Touchpoints™. This study looks at the preferred method of contact – as well as frequency – desired by financial advisors today, and evaluates the performance of leading brands overall and across various communications vehicles.

Future Trends in Asset Class Mix™. This study digs deeper into the mutual fund category by identifying the distribution of fund assets across asset categories. Within each asset category, the report then details the current and future winners in terms of capturing advisor assets.

INSIGHT SERIES™

\$2,500 per Brief / 3 for \$6,000

Throughout the year, Cogent publishes a variety of research briefs based upon emerging trends, topical issues, and compelling data from our larger studies. An initial set of titles will be announced in January 2010 — with additional titles announced quarterly. A preliminary list of topic areas includes:

RIA Practice Models * Female Advisor Profiles * Female Investor Trends
Advisor Technology Support * Breakaway Advisors * Advisor Platform Preferences

SUBSCRIPTION & LICENSING OPTIONS

Please contact Sean Mulkerron (smulkerron@cogentresearch.com, 617-715-7641) for more information about:

- Bundled subscription pricing
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- Private label, co-branding, or sponsorship

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 combine 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.

