

Financial Services- Investment Management

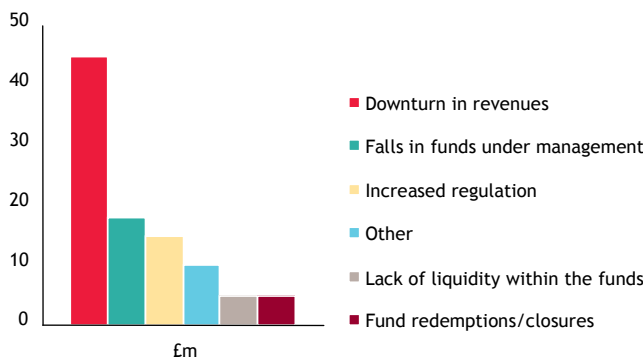
60 SECOND SURVEY: THE RESULTS

January 2010

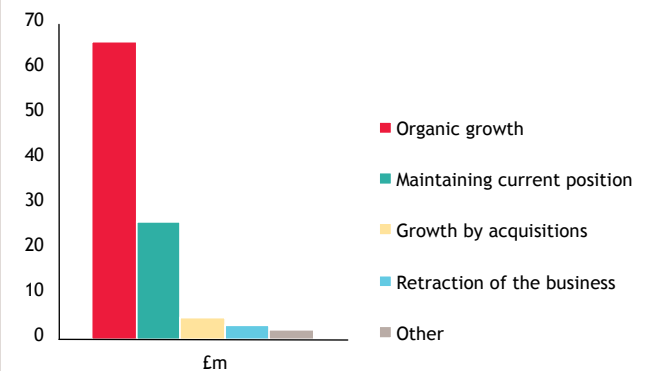
The results from our inaugural survey were extremely encouraging: two-thirds of firms said that their strategy was focused on organic growth over the next 12 months. Over a quarter said that they planned to maintain their current financial position whilst fewer than 3% said they planned to contract.

Like many sectors, the main impact of the financial crisis over the last year has led to a decline in revenues, with 48% of respondents citing this. 18% of respondents mentioned that a fall in their funds under management was the main impact and 15% stated increased regulation.

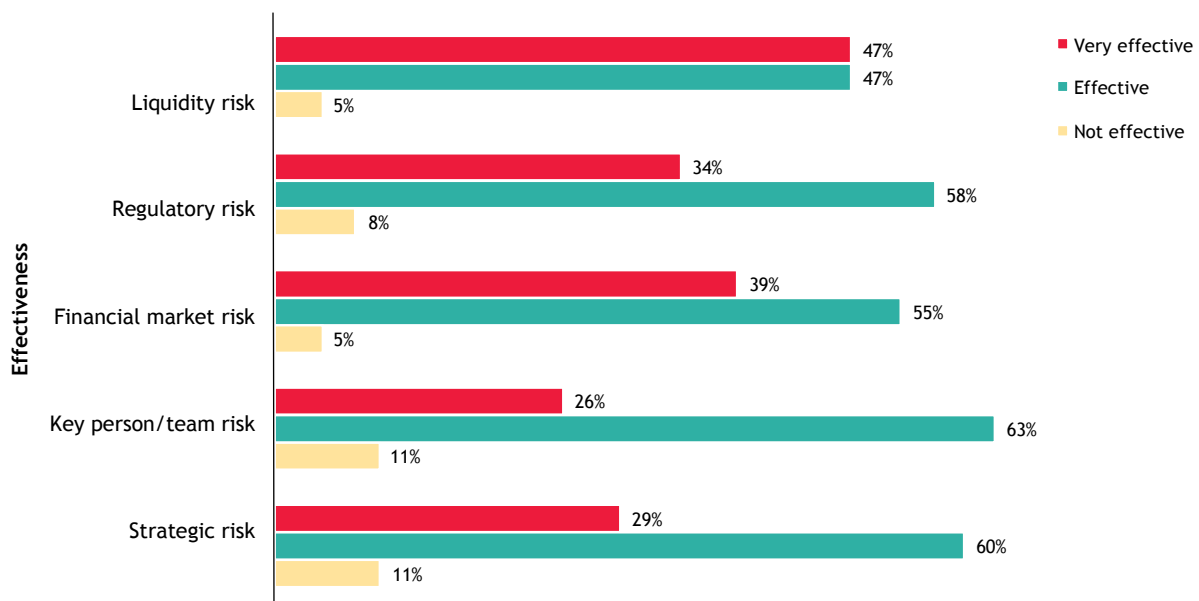
What has been the main impact of the financial crisis on your firm over the last year?



What is your strategy over the next 12 months?



How effective is your organisation in managing the following risks?



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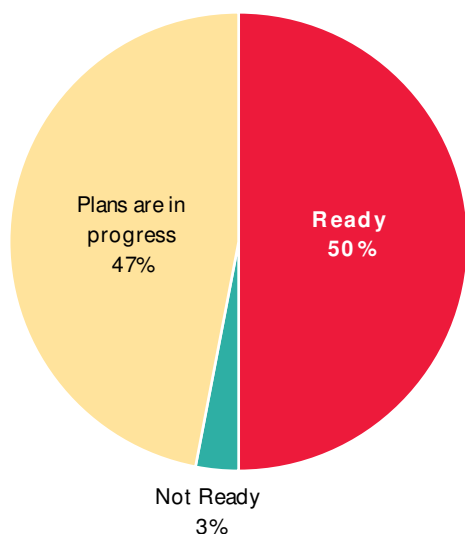
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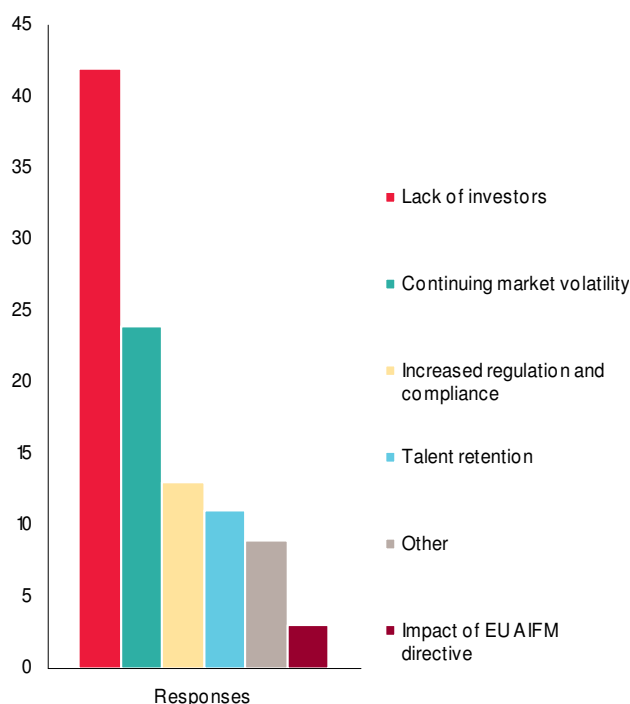
50 per cent of businesses claimed to be ready to deal with their top challenge, with only 3 per cent believing they were not ready. 47 per cent claimed that they had plans in progress to counter their major challenge. The importance of having a plan in place cannot be emphasised enough, so we recommend the businesses that have yet to cement their plans do so as soon as possible in order to protect themselves.

A lack of investors was seen as a key risk by 42% of respondents, followed by continuing market volatility. Many investment managers have failed to call both the severe downturn and the rebound. As a result, many funds have underperformed the standard benchmarks this year.

How well placed is your organisation to deal with your top risk?



What do you perceive as your key risk over the next 12 months?



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