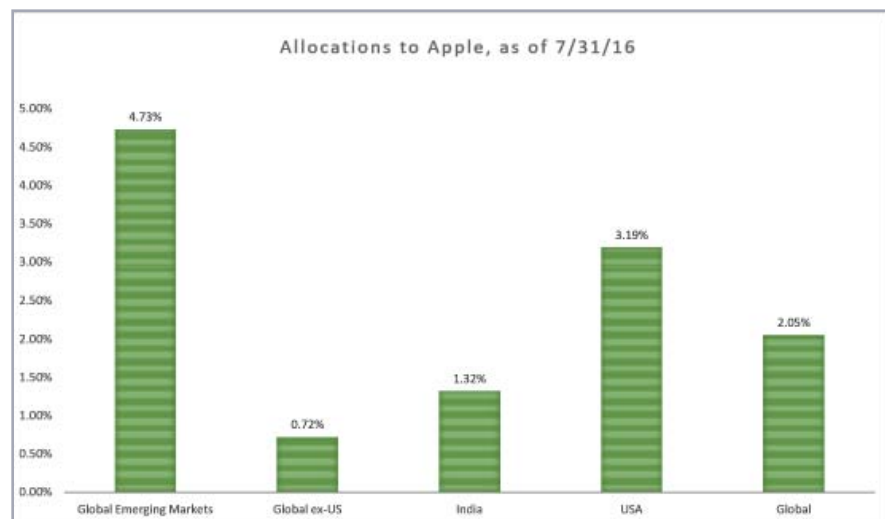
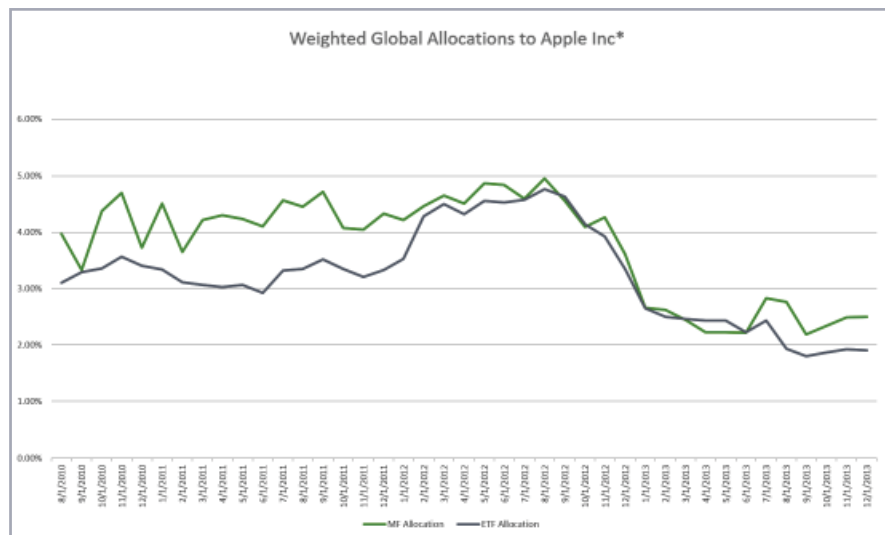


# EPFR Stock Flows

In a fast-paced and highly competitive market, financial professionals are in constant need of reliable intelligence that helps them understand the current situation and its context, identify inflection points as soon as they occur and to predict market shifts in the short and medium term.

Successful equity and multi-asset strategies are invested in the right securities at the right times. EPFR's Stock Flows data gives you the advantage of knowing the securities that aggregated mutual fund and ETF groups are buying and selling, and at what levels. Along with **Stock Flows** comes **Stock Allocations**, which track the percentage ownership of equity securities by fund groups based on criteria such as geographic focus, style/sector, active vs. passive, and ETF vs. mutual fund. This combination of flows and allocations sheds unique light on the investment community's movement of securities and how heavily they weight those securities. This insight allows you to grow assets under management by making more timely and smarter investment decisions.

*Example Charts*  
Holdings by Fund Group



### Stock Flows and Stock Allocations Facts

- ▶ All data is shown at an aggregate level by fund group
- ▶ Delivered as raw data showing amount of money flowing into or out of US and global securities on a daily or monthly basis
- ▶ Raw data shows % of AUM allocated to specific securities
- ▶ Historical data is available back to 2010
- ▶ Allocations universe represents over \$4 trillion in global equity assets (\$2.7 trillion from mutual funds)
- ▶ Aggregate data by Simple Average, Fund Weighted Average and Excluding 0 Allocations

### Next Steps

To speak with a sales representative or receive a sample data set, call Emily Bennett at 1-818-961-8682 or e-mail [emily.bennett@informa.com](mailto:emily.bennett@informa.com).

### About EPFR Global and Informa Financial Intelligence

EPFR Global tracks both traditional and alternative fund flows and asset allocation data from nearly 83,000 conventional and alternative mutual funds domiciled globally with \$26.6 trillion in total assets.

Collecting data from thousands of global sources around the clock with a proprietary collection and quality control process, our core datasets are verified by both algorithms and humans to ensure the highest quality for your decision-making.

Clients use our data in both discretionary trading and systematic investment strategies. Our research team provides back-tested strategies, from regional through dedicated country to global sectors, on which to base actionable investment ideas.

**Informa Financial Intelligence** provides fund and wealth managers, traders, insurers, analysts, and investment and retail bankers with unique data sets, strategies and research. These proprietary resources allow them to make informed decisions, understand past trends, forecast future performance, drive profitability and increase returns.