



# EPFR

EPFR's Flow and Allocation data provides a unique view on investor and fund manager sentiment through its mutual fund and ETF flows and positioning data across global markets, helping buy and sell-side institutions make informed decisions.

EPFR's Flow and Allocation data helps portfolio managers, asset allocators, strategists and research teams understand where money is moving, how fund managers are investing that money, and what impact those shifts are having on geographies, sectors, industries and securities. Clients use our data to generate alpha in both discretionary and quantitative investment processes, as an input in top-down asset allocation decisions, as well as bottom-up stock screening strategies.

Contract sizes range  
between: \$10-650k+ p.a.

Average subscription  
size: \$35,000 p.a.

## Key Product Differentiators

- **Timeliness:** clients use Flow and Allocation daily data to monitor the previous days capital flows, and monthly positioning data to track portfolio managers' allocations (with only a 23-day lag)
- **Breadth:** Flow and Allocation data tracks globally domiciled funds - not just US or Europe. This breadth of data provides a comprehensive indicator of global investor sentiment, covering the major developed and emerging/offshore markets
- **Granularity:** Granular data (down to the manager/fund/share class level) allows clients to see which investors are moving money (retail or institutional investors), which funds or managers are benefiting most from those movements, and gives further insight into global investor sentiment on important market topics (active vs. passive, multi-asset, MLP, etc.)
- **Proprietary Data Sets:** By combining both Flow and Allocation data sets, IFI has created indicative factors for how much money is moving between geographies, sectors, industries and stocks on a daily, weekly and monthly basis.

**Bank of America**  
**Merrill Lynch**

**Goldman**  
**Sachs**

  
**EUROPEAN CENTRAL BANK**  
EUROSYSTEM

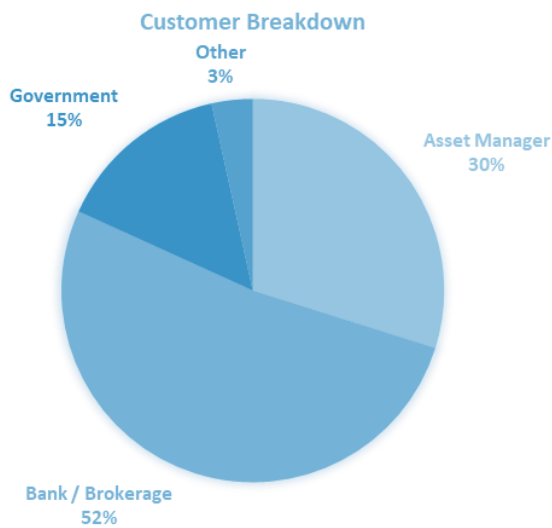


**HONG KONG MONETARY AUTHORITY**  
香港金融管理局

 **BARCLAYS**

*"EPFR is extremely valuable, I will always want to work with this data. I value the flow and allocation insights highly as it really does help me to get a good idea of what is going on in the market."*

**VYACHESLAV SMOLYANINOV, CHIEF STRATEGIST,  
DEPUTY HEAD OF RESEARCH AT BCS**



### Country Allocations

How much of their portfolios are fund managers allocating to countries and regions?

- Over \$3 trillion in assets; as reported data
- Monthly (T+23)
- Delivery via web interface, email, FTP
- Excel, text, csv formats
- Aggregate, Manager, Fund levels

### Sector Allocations

How much of their portfolios are fund managers allocating to various sectors as a whole?

- Over \$7 trillion in assets; as reported data
- Monthly (T+26)
- Delivery via web interface, email, FTP
- Excel, text, csv formats
- Aggregate, Manager, Fund levels

### Industry Allocations

How much of their portfolios are fund managers allocating to various industries as a whole?

- Over \$5 trillion in assets; as reported data
- Monthly (T+23)
- Delivery via web interface, email, FTP
- Excel, text, csv formats
- Aggregate, Manager, Fund levels

### Stock Allocations

How much of their portfolios are fund managers allocating to individual securities globally?

- Over \$7 trillion in assets; as reported data
- Monthly (T+23)
- Flat files; delivery via FTP only
- Aggregate level

Fund Flows track how much money retail and institutional investors are putting into or pulling out of globally domiciled ETFs and mutual funds:

- Over \$34 trillion in assets are tracked, as reported data
- Daily (T+1) | Weekly (T+1) | Monthly (T+16)
- Filters: ETF/Mutual Fund | Retail/Institutional | Active/Passive | Domicile | Currency | Benchmark and more Aggregate | Manager | Fund | Shareclass levels

### Country Flows

Combines Fund Flows and Country Allocations to estimate how much money is going into countries and regions from all fund groups

- Over \$3 trillion in assets; derived data set
- Daily (T+1), Weekly (T+1), Monthly (T+23)
- Delivery via web interface, email, FTP
- Excel, text, csv formats

### Sector Flows

Combines Fund Flows and Sector Allocations to estimate how much money is going into sector groupings from all equity funds

- Over \$7 trillion in assets; derived data set
- Daily (T+1), Weekly (T+1), Monthly (T+23)
- Delivery via web interface, email, FTP
- Excel, text, csv formats

### Industry Flows

Combines Fund Flows and Industry Allocations to estimate how much money is going into industry groupings from all equity funds

- Over \$5 trillion in assets; derived data set
- Daily (T+1), Weekly (T+1), Monthly (T+23)
- Delivery via web interface, email, FTP
- Excel, text, csv formats

### Stock Flows

Combines Fund Flows and Stock Allocations to estimate how much money is going into a given stock/security