

COGENT

REPORTS

AGILE
EXPERIENCED
RELIABLE
POWERFUL
REVOLUTIONARY
• ACCURATE
TRUSTED
CONSULTATIVE

Offering unique, dynamic solutions designed to meet the evolving needs of our clients

Our state-of-the-art solutions give our clients deep insights to deliver better results.

New and Improved in 2019



Expanded by Popular Demand: Agile, Real-time Solutions

On-demand Testing

Get the answers your firm needs quickly and cost-effectively with sophisticated real-time market feedback on financial advisors and/or affluent investors. Use our continuous tracking gives you a proven and unique platform to ask your own proprietary questions and/or measure the effectiveness of your ad campaigns.

Ad testing

Provide your firm with virtually real-time market feedback on specific campaign executions to facilitate ongoing campaign optimization.



Deep-dive into ESG Investing

Focusing on one audience per publication, this bimonthly deep-dive will use both quantitative and qualitative techniques to highlight trends and perceptions of ESG investing among financial advisors, retirement plan sponsors, affluent investors and institutional investors. In Q4, we'll compare and contrast findings from each audience to provide the industry's first 360° view of ESG investing.



Uncover Investor Marketing Preferences

Optimize investor marketing experiences and determine the best way to allocate marketing spend to differentiate your content from competitors and stay relevant and competitive. Focusing on ready-to-act investors who are planning to make changes to their investments in the near-term, this qualitative report will help asset managers and distributors boost engagement and improve marketing ROI.

As we stay on top of changing marketplace dynamics and the needs of our clients, we'll expand our catalog to include additional, topical reports.

Cogent Reports is the industry's leading source for insight on the attitudes, opinions and behaviors of key populations including financial advisors, DC plan sponsors, affluent individual investors and institutional investors.

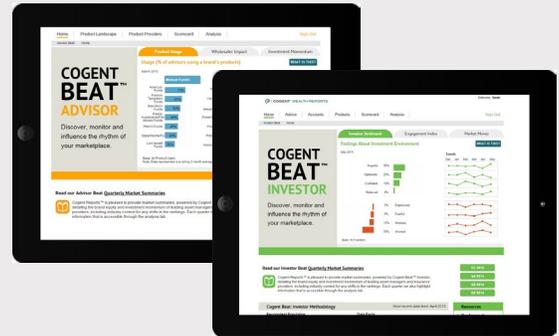
BRAND IMPACT MANAGEMENT SUITE

Cogent Beat™

Evaluate, track and benchmark your brand against competitors and predict future trends—whenever, wherever and however you want. This powerful tool is updated monthly to help you keep your finger on the pulse of the evolving attitudes and behavior of advisors and affluent investors to effectively grow your business and your brand.

Features

- » Interactive online portal
- » Customizable KPIs
- » Annual industry Brandscape report
- » Three hours of analyst time per quarter
- » Quarterly industry commentary
- » 12-month subscription
- » 10 individual licenses
- » Monthly sample size: Advisors (400) and/or investors (1,000 affluent/\$1M+)
- » *Cogent experts: Meredith Lloyd Rice (advisor audience), Julia Johnston-Ketterer (investor audience)*



On-demand Testing

Get the answers your firm needs quickly and cost-effectively with sophisticated real-time market feedback from financial advisors and/or affluent investors. Our ongoing survey engine gives you a proven and unique platform to get the data you need when you need it. Ask your own proprietary questions to better inform your firm’s business strategy or determine the true impact of your ad campaigns to more effectively grow your brand and increase purchase intent. We are ready when you are.

Deliverables

- » Flexible scheduling
- » Up to 10 proprietary questions per month
- » Customized results in an easy-to-read report
- » *Cogent experts: Meredith Lloyd Rice (advisor audience), Julia Johnston-Ketterer (investor audience), David Keen (campaign testing)*

Brand Metrics Refresh

Stay on top of your brand equity with an update of key brand metrics for your firm and key competitors among financial advisors and/or affluent investors at any point throughout the year. Track engagement, benchmark against competitors and assess the impact of specific initiatives on your own schedule.

Deliverables

- » Flexible scheduling
- » Customized presentation with trended analysis and strategic implications
- » *Cogent experts: Meredith Lloyd Rice (advisor audience), Julia Johnston-Ketterer (investor audience)*

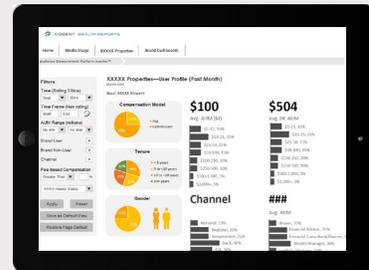
MARKETING AND MEDIA MANAGEMENT SUITE

Media Consumption™

Discover where, when, how and on what devices financial advisors and affluent investors are consuming media to inform effective media campaigns and increase advertising ROI. Hone in on your target audience with the critical data and insight needed to build effective, multichannel media plans.

Features

- » Interactive online portal
- » Customizable KPIs
- » Three hours of analyst time per quarter
- » Quarterly industry commentary
- » 12-month subscription
- » 10 individual licenses
- » Monthly sample size: Advisors (400) and/or investors (1,000 affluent/\$1M+)
- » *Cogent expert: David Keen*



Ad Testing

Provide your firm with real-time market feedback on specific ad executions to optimize campaigns among financial advisors and affluent investors. Identify the key messages that resonate most with your target audience to maximize the effectiveness of your creative ad spend.

Deliverables

- » Flexible scheduling
- » Customized presentation with trended analysis and strategic implications
- » On-site strategy session available
- » *Cogent experts: David Keen, Meredith Lloyd Rice, Julia Johnston-Ketterer*

THE REPORTS: ADVISORS & AFFLUENT INVESTORS

Advisor Brandscape®

Boost profitability, improve competitive positioning, optimize distribution strategy, maximize marketing campaign effectiveness, and increase market share with this annual report. This year, we're expanding the report to include Advisor Touchpoints™, giving subscribers actionable findings to increase the reach and ROI of their marketing efforts. As the most trusted resource for advisor intelligence, the report provides a holistic view of the advisor landscape including practice models, product use, brand perceptions and user experience across all of the top providers in the mutual fund and ETF categories. **June 2019**

Sample and Deliverables

- » 1,400+ financial advisors
- » Comprehensive written report with product and brand analysis, commentary and strategic implications
- » On-site custom strategy session and presentation
- » Custom data cuts by senior analysts available
- » *Cogent expert: Meredith Lloyd Rice*



Investor Rollover Assets in Motion™

Size the rollover IRA market and identify opportunities to attract rollover assets by evaluating your brand among the firms best positioned to capture rollover funds. **July 2019**

Sample and Deliverables

- » 4,600 DC plan participants
- » Detailed report including a summary of findings and strategic implications
- » *Cogent expert: Julia Johnston-Ketterer*



Investor Brand Builder™

Enhance investor segmentation strategy, improve marketing and communication, identify opportunities to enhance market share and boost profitability among your target investor market. This report provides a detailed overview of the investor marketplace, exploring account and product use, advice solutions, perceptions, as well as use of and experience with the leading distributors and mutual fund and ETF providers. An added bonus includes an in-depth drill-down among the investor segments driving your business model. **October 2019**

Sample and Deliverables

- » 4,000+ affluent investors with a minimum of \$100,000 in investable assets
- » Printed summary report with holistic market view
- » On-site custom strategy session and custom presentation
- » *Cogent expert: Julia Johnston-Ketterer*



THE REPORTS: RETIREMENT

Retirement Planscape®

Pinpoint competitive strengths and weaknesses in brand, loyalty and key plan sponsor experience metrics to maximize acquisition opportunities and minimize attrition in the DC retirement plan market. This report assesses 401(k) plan sponsors' perceptions of and experience with over 30 plan providers and nearly 50 DC investment managers. **May 2019**

Sample and Deliverables

- » 1,500 401(k) plan sponsors
- » 200+ page report containing industry commentary, charts and graphs
- » On-site strategy session and customized presentation
- » *Cogent expert: Sonia Sharigian*

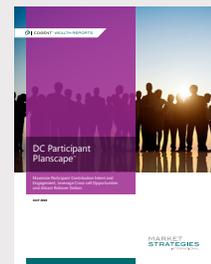


DC Participant Planscape™

Benchmark your plan participants' satisfaction against key competitors and identify opportunities to cross-sell products, attract rollover dollars and increase engagement among DC plan participants. **July 2019**

Sample and Deliverables

- » 4,600 DC plan participants
- » 100+ page report containing industry commentary, charts and graphs
- » On-site strategy session and customized presentation
- » *Cogent expert: Julia Johnston-Ketterer*



Retirement Plan Advisor Trends™

Increase DC market share, optimize distribution strategy, strengthen advisor satisfaction and improve competitive positioning with this annual report. The report focuses on retirement plan specialists, pinpointing competitive strengths and weaknesses for plan providers and investment managers on key brand, service and loyalty metrics. **September 2019**

Sample and Deliverables

- » 500+ DC advisors
- » 100+ page report containing industry commentary, charts and graphs
- » On-site strategy session and customized presentation
- » *Cogent expert: Sonia Sharigian*



THE REPORTS: INSTITUTIONAL, MULTI-AUDIENCE & QUALITATIVE

US Institutional Investor Brandscape®

Maximize brand equity, boost acquisition potential and ward off client attrition with this annual view of the institutional market. The report provides a deep-dive into the behaviors and attitudes of senior investment professionals managing DB pensions, endowments and foundations. The report examines trends in asset allocation and investment strategies, the variables that lead to selection, and the current state of brand equity, differentiation and loyalty. **February 2019**

Sample and Deliverables

- » 500 institutional investors managing at least \$20 million in assets
- » 100+ page report containing industry commentary, charts and graphs
- » On-site strategy session and customized presentation
- » *Cogent expert: Linda York*



ESG 360™

Uncover and evaluate trends in environmental, social and governance (ESG) investing. Cogent will use both quantitative and qualitative techniques to provide deep, focused, bimonthly insights on the broad term of ESG investing. Exploring one audience per publication, this new offering will highlight trends and perceptions of ESG among financial advisors, retirement plan sponsors, affluent investors, retirement plan advisors and institutional investors. In Q4, the full picture will come into focus with a final report comparing and contrasting findings from each audience to provide the industry's first 360° view of ESG investing.

Sample and Deliverables

- » Five detailed reports exploring ESG investing among different audiences
- » One 360° detailed report comparing and contrasting findings from each audience, including a summary of findings and strategic implications
- » *Cogent experts: The entire Cogent Team*

Cutting Through the Investor Marketing Clutter™

Capitalizing on the learnings from our previous Cutting Through the Marketing Clutter reports, this new investor-based qualitative study will help asset managers and distributors boost engagement, uncover best-in-class practices and improve marketing ROI. This report will help subscribers optimize affluent investor experiences and determine the best way to allocate subscribers' marketing spend to differentiate their content and stay relevant and competitive. **March 2019**

Sample and Deliverables

- » Detailed report including a summary of findings and strategic implications
- » Presentation designed to deliver actionable results and facilitate strategic planning
- » *Cogent expert: Sonia Sharigian*

2019 RATES AND DELIVERABLES

The Reports

Product	Release	Audience	Frequency	Investment
Advisor Brandscape®	Jun 2019	Advisors	Annually	\$45,000
Investor Rollover Assets in Motion™	Jul 2019	DC plan participants	Annually	\$10,000
Investor Brand Builder™	Oct 2019	Investors	Annually	\$30,000
Retirement Planscape®	May 2019	401(k) plan sponsors	Annually	\$40,000
DC Participant Planscape™	Jul 2019	DC plan participants	Annually	\$35,000
Retirement Plan Advisor Trends™	Sep 2019	DC advisors	Annually	\$35,000
US Institutional Investor Brandscape®	Feb 2019	Institutional investors	Annually	\$35,000
ESG 360°™	Bi-Monthly	All	Bimonthly	\$75,000 (or separately at \$15,000/audience)
Cutting Through the Investor Marketing Clutter™	Mar 2019	Investors	Annually	\$40,000

As we stay on top of changing marketplace dynamics and the needs of our clients, we'll expand our catalog to include additional, topical reports.

Brand Impact Management Suite

Product	Release	Audience	Frequency	Investment
Cogent Beat™ Advisor	Continuous	Advisors	Monthly	\$125,000
Cogent Beat™ Investor	Continuous	Investors	Monthly	\$115,000
On-demand Testing	Client-specific	Advisors / Investors	Up to monthly	Contact us
Brand Metrics Refresh	Client-specific	Advisors / Investors	Up to monthly	\$10,000–15,000 per period, dependent on frequency and metrics tracked

Marketing and Media Management Suite

Product	Release	Audience	Frequency	Investment
Media Consumption™ Advisor	Continuous	Advisors	Monthly	\$35,000
Media Consumption™ Investor	Continuous	Investors	Monthly	\$25,000
Ad Testing	Client-specific	Advisors / Investors	Up to monthly	Contact us

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SUBSCRIPTION & LICENSING

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- » Bundled subscription pricing, multiyear subscription discounts and custom oversamples
- » Licensing and distribution
- » Private label, co-branding and sponsorship
- » Thought leadership



Our research is executed using ISO standards.

About Market Strategies International-Morpace

Leading market research firms Market Strategies International and Morpace bring clients closer to their customers through exceptional insights, which include deep expertise in financial services, specifically among wealth, banking, payments and insurance organizations. The firms specialize in brand, customer experience, product development and segmentation research, and are known for blending primary research with data from syndicated, benchmarking and self-funded studies to help clients succeed. The syndicated products, known as Cogent Reports, help clients understand the market environment, explore industry trends and monitor their brand within the competitive landscape.

Market Strategies and Morpace have earned the trust of many of the world's top brands across the automotive, consumer & retail, energy, financial services, health, technology and telecommunications industries. They are combining into one firm as part of an acquisition of both firms by STG and will be rebranded under a new name to be announced later in 2018. With more than 450 research professionals, the collective firm is now the 15th largest market research firm in the US and top 25 globally.

Read Market Strategies' blog at FreshMR, and follow us on Facebook, Twitter and LinkedIn.