

## Fund Managers Digital Effectiveness Survey #1

A Survey of 60 Fund Manager Websites and Social Channels					
COMPANY	CONTENT	SOCIAL	DESIGN	SPEED	RANK
	Content readability	Social links and channel activity	Mobile and accessibility	Website performance	Overall score as percentage
1 Bannelong	37.4	90	65	70	65.6
2 Arnhem	48.3	75	65	74	65.6
3 Folkestone	61.54	100	48	52	65.4
4 Alphinity	57.72	50	66	86	64.9
5 MFS	35	100	58	56	62.3
6 Allan Gray	41.49	100	53	53	61.9
7 Trilogy	42.42	90	59	54.5	61.5
8 Pine Bridge	26.5§	90	57	70.5	61.0
9 Winton	44.21	50	64	85.5	60.9
10 Standard Life	35.7	75	63	67.5	60.3
11 India Avenue	46.73	75	71	48.5	60.3
12 Forager	50.8	75	60	55	60.2
13 BNP Paribas	57.74	55	62	63	59.4
14 Atlas	49.86	40	68	69	56.7
15 Investors Mutual	47.08	75	55	49	56.5
16 Antipodes	56.05	50	60	56	55.5
17 Bentham	50.57	15	70	84.5	55.0
18 Glennon	41.93	75	58	45	55.0
19 SG Hiscock	64.29	0	64	77	51.3
20 Grant Samuel	65.52	25	58	56	51.1
21 Blue Sky	34.29	0	76	90	50.1
22 ALE	42.45	50	55	51	49.6
23 Realm	62.65	0	54	80	49.2
24 Kapstream	48.69	0	66	75	47.4
25 Lazard	47.76	0	66^	75	47.2
26 Montivest	49.31	0	66	72.5	47.0
27 Invesco	43.83	0	60	83.5	46.8
28 HPI	51.91	0	52	82.5	46.6
29 Perennial	54.83	0	57	73	46.2
30 Jaipur	30.71	25	58	65	44.7
31 Hyperion	40.57	55	55	28	44.6
32 Sandon	27.35	25	60	66	44.6
33 EGP Capital	45.73	25	36^	69	43.9
34 Dimensional	55.6	0	66	53.5	43.8
35 8IP	44.3	0	56	73	43.3
36 Samuel Terry	51.1	0	50	71.5	43.2
37 T Rowe Price	36.93	0	74	61.5	43.1
38 Loomis Sayles	14.31	50	55	53	43.1
39 Orbis	67.07	0	46	58.5	42.9
40 DNR Capital	49.47	0	61	60	42.6
41 Eley Griffiths	40.33	0	56	73.5	42.5
42 Iron Bark	45.52	0	61	62	42.1
43 Platinum	34.62	0	61	71.5	41.8
44 Platypus	21.61	15	62	68	41.7
45 Pengana	47.44	0	58	60	41.4
46 Fidelity	37.24	0	60	66.5	40.9
47 Ausbil	29.43	40	43	48.5	40.2
48 Greencape	32.18	0	51	77	40.0
49 Alleron	46.31	0	58	53.5	39.5
50 Scentre	23.3§	40	50	63.5	38.4
51 BNY Mellon	19.9	0	58	71	37.2
52 ICG	33.13	0	55	60	37.0
53 Hastings	36.59	0	59	52.5	37.0
54 Templeton	39.44	0	44	62.5	36.5
55 Sandhurst	41.96§	0	42	59	35.7
56 Pimco	12.2§	0	58	69	34.8
57 Harvest Lane	44.4	15	38^	39.5	34.2
58 Magellan	14.8	0	34*	72	30.2
59 Nanuk	47.32	0	70	0j	29.3
60 Rare	26.14	0	26*	50	25.5

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Processing errors: § readability; \* mobile responsiveness; ^ accessibility; j SSL certificate.