

# 2018 European Alternative Investments, Asset Managers



## RESEARCH OVERVIEW

Industry professionals can participate in Cerulli research through either topical research interviews or confidential surveys. In return, participants receive research findings or benchmarking reports. All information is aggregated to protect the anonymity of specific firms and respondents. Data collected is used across all Cerulli products.

### TARGET AUDIENCE

Institutional and/or Retail  
Alternative Asset Managers

### LAUNCH

3Q 2018

## SURVEY OVERVIEW

This survey gains insights from managers into their product development plans—particularly in hedge funds and private investments—and to gather views on retail and institutional clients' allocation to alternatives. Product development, distribution channels and strategy, and investor appetite are important focal points.

### This Initiative Explores these Key Industry Trends

- Products and strategies requested and used by retail and institutional investors
- Investors' actual and anticipated allocation to alternatives
- New product innovation, including environmental, social and, governance (ESG) factors

## HOW TO PARTICIPATE

### 1. Register

Contact us or click the "Register Now" button below

[REGISTER NOW](#)

### 2. Complete

#### *Interview participants*

Research interviews will take 45–60 minutes to complete

#### *Survey participants*

Survey length varies, but typically takes 15–20 minutes to complete

### 3. Receive

#### *Interview participants*

**Key Findings:** Overview of the findings from our upcoming 2019 European Alternative Investments report

#### *Survey participants*

**Complimentary Research:** A copy of a relevant issue of The Cerulli Edge

**Benchmarking Report:** Custom report of this survey highlighting your firm's responses in comparison to the survey aggregate

## CONTACT US

For more information about this research initiative, contact: [surveys@cerulli.com](mailto:surveys@cerulli.com)

### **Justina Deveikyte, CAIA**

*Associate Director, European Institutional Research*

+44 20 7645 9044

[jdeveikyte@cerulli.com](mailto:jdeveikyte@cerulli.com)

### LEARN MORE

For more information about Cerulli research initiatives, please contact:

**Cerulli Associates**

+1 617 437-0084



CERULLI  
ASSOCIATES

Research | Analytics | Consulting

699 Boylston Street  
Boston, MA 02116

[info@cerulli.com](mailto:info@cerulli.com)

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