



FUSE Research Network LLC
 One Post Office Square
 Boston, MA 02109

Contacts:

Michael Evans
mevans@fuse-research.com
 (617) 502-9947

Sam Campbell
scampbell@fuse-research.com
 (617) 502-9945

Market Peak to Today

A look at Firm AUM Growth since October 2007

September 15, 2009, Boston, MA – October 2007 marked the peak asset level of the mutual fund industry. Assets of long-term mutual funds and ETFs totaled \$8.7 trillion dollars. Since that time, the industry AUM has declined by 21% and at the market trough had dropped 42%.

Despite challenging economic conditions, a number of firms have outperformed the industry pace in terms of asset growth and sales. We have broken down the list of firms into two groups. The first peer group analyzes firms with \$50 billion or more in AUM as of October 2007. The second group looks at firms with AUM of \$5 billion to \$50 billion as of October 2007. The table below shows the top ten firms in each peer group in terms of AUM growth between October 2007 and August 2009. (Note: Morningstar is the data source for the table)

Fastest Growing Firms Since Industry Downturn (October 2007 through August 2009)
Long-term open-end funds and exchange traded products (net of fund-of-funds)

Firms with at least \$50 billion in AUM as of 10/2007

Rank	Firm	AUM 10/2007	AUM 2/2009	AUM 8/2009	% Chg. Peak to Trough	% Chg. Peak to 8/09
1	PIMCO Funds	192,192	213,665	279,430	11.2%	45.4%
2	State Street Global Advisors	141,635	132,435	166,370	-6.5%	17.5%
3	JPMorgan	73,470	48,716	74,745	-33.7%	1.7%
4	Barclays Global Investors	343,845	216,576	330,973	-37.0%	-3.7%
5	Vanguard	1,144,403	754,291	1,032,316	-34.1%	-9.8%
6	John Hancock	110,234	69,058	98,884	-37.4%	-10.3%
7	ING	64,317	39,849	57,661	-38.0%	-10.3%
8	BlackRock	106,515	70,052	93,995	-34.2%	-11.8%
9	Principal Funds	53,750	30,768	44,796	-42.8%	-16.7%
10	Dimensional Fund Advisors	116,746	59,974	93,674	-48.6%	-19.8%
	>\$50 Billion Peer Group	6,742,849	3,885,964	5,340,565	-42.4%	-20.8%
	Industry	8,738,489	5,031,793	6,922,055	-42.4%	-20.8%

Firms with \$5 billion to \$50 billion in AUM as of 10/2007

Rank	Firm	AUM 10/2007	AUM 2/2009	AUM 8/2009	% Chg. Peak to Trough	% Chg. Peak to 8/09
1	ProFunds/ProShares	12,088	24,170	26,316	100.0%	117.7%
2	Old Westbury	5,671	7,023	10,575	23.9%	86.5%
3	Fairholme	6,781	5,866	9,989	-13.5%	47.3%
4	TCW	7,868	4,977	11,450	-36.7%	45.5%
5	Ivy Funds	22,442	18,180	28,286	-19.0%	26.0%
6	Natixis Distributors	42,825	38,334	53,226	-10.5%	24.3%
7	FPA	5,954	5,088	7,224	-14.5%	21.3%
8	Metropolitan West Funds	7,353	6,969	8,496	-5.2%	15.5%
9	Lazard	8,874	4,659	10,135	-47.5%	14.2%
10	TIAA-CREF Mutual Funds	16,894	12,253	19,236	-27.5%	13.9%
	\$5 - \$50 Billion Peer Group	1,672,036	925,141	1,270,450	-44.7%	-24.0%
	Industry	8,738,489	5,031,793	6,922,055	-42.4%	-20.8%

Source: Morningstar, FUSE

Notes

Only three of 32 firms in the \$50 billion or greater peer group achieved positive asset growth from October 2007 through August 2009

For the \$5 billion or greater group, 13 of 90 firms achieved positive asset growth for the same period.

Despite having a larger percentage of firms with positive AUM growth, the \$5 to \$50 billion peer group experienced a greater decline in AUM than the overall industry and the \$50 billion and above group.

Not only did PIMCO rank #1 among the \$50 billion or greater group, but their growth rate was more than double its closest competitor SSgA (45% versus 17%).

About FUSE Research Network LLC

FUSE Research Network is a leading edge decision support firm that employs a highly refined market intelligence capability to deliver informed, decisive, and forward-looking guidance to firms in the asset management industry. While the industry is supported by dozens of strategic consultants and data providers, FUSE's positioning is firmly in the area of tactical execution. We are committed to delivering research-based client-specific recommendations that improve the productivity and effectiveness of the resources devoted to sales, marketing, and product management.

The foundation upon which FUSE is built is as follows:

- Ardent Client Advocacy
- Absolute Candor & Objectivity
- Decision Support Research
- Incisive & Actionable Guidance

About PMR Associates LLC

PMR is a holding company whose objective is to link together complimentary service providers in order to deliver superior results for clients. Through organic growth and acquisition, PMR seeks to deliver real synergy to its affiliates by creating a platform for the sharing of marketplace contacts, connections, and insights.

###