



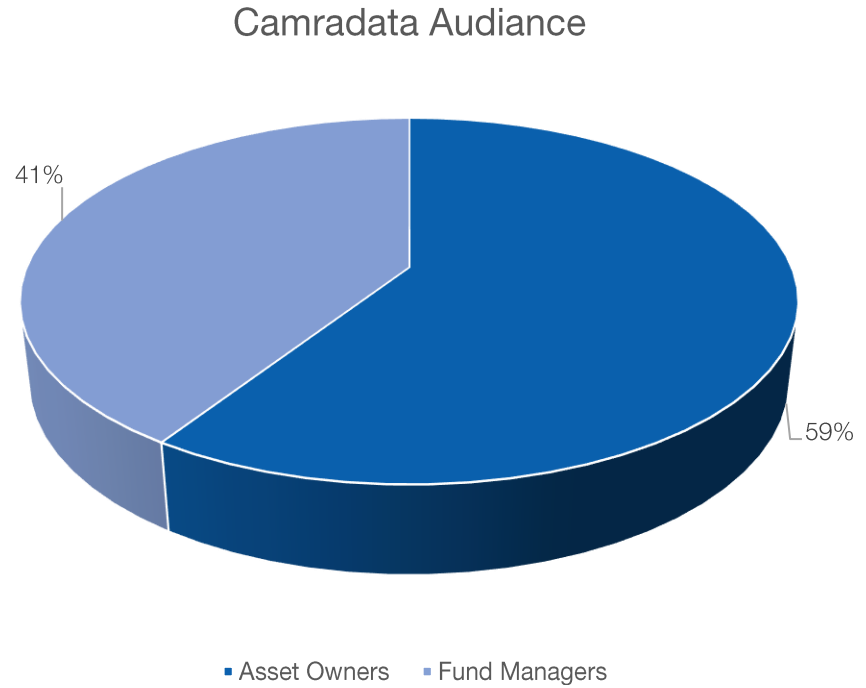
**CAMRADATA**  
A With Intelligence Company

# Audience



## AUDIENCE COVERAGE: WORLDWIDE

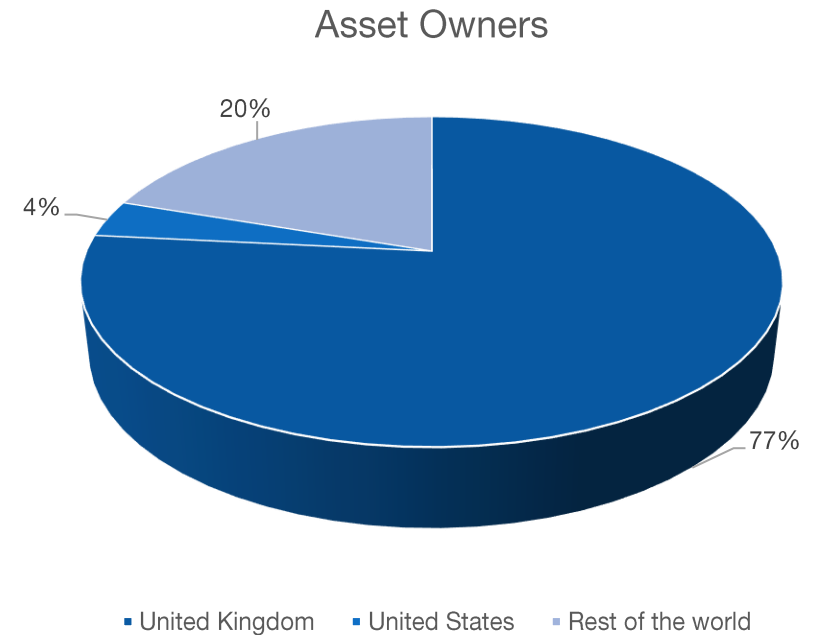
Audience	
Asset Owners	8,483
Fund Managers	5,844
Total	14,327



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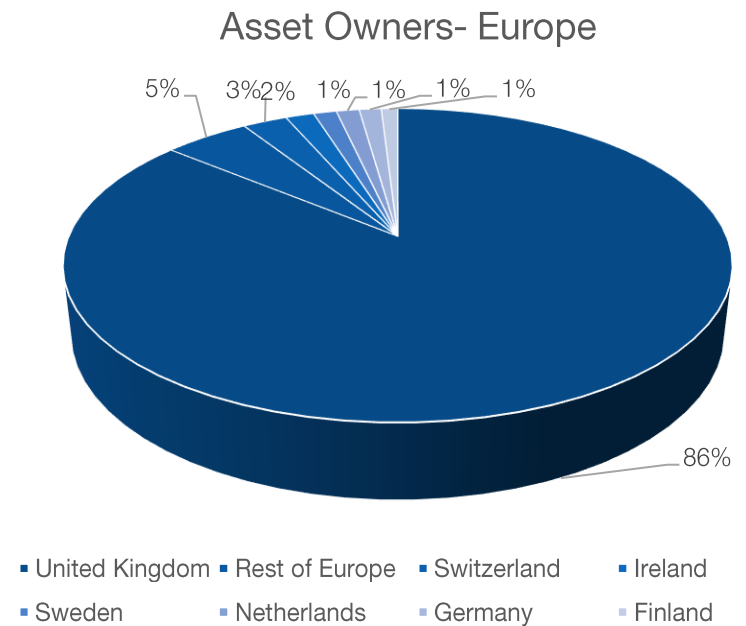
## AUDIENCE COVERAGE: WORLDWIDE

Country	Asset owners
United Kingdom	6,498
United States	306
Europe	1,059
Rest of the world	620
	8,483



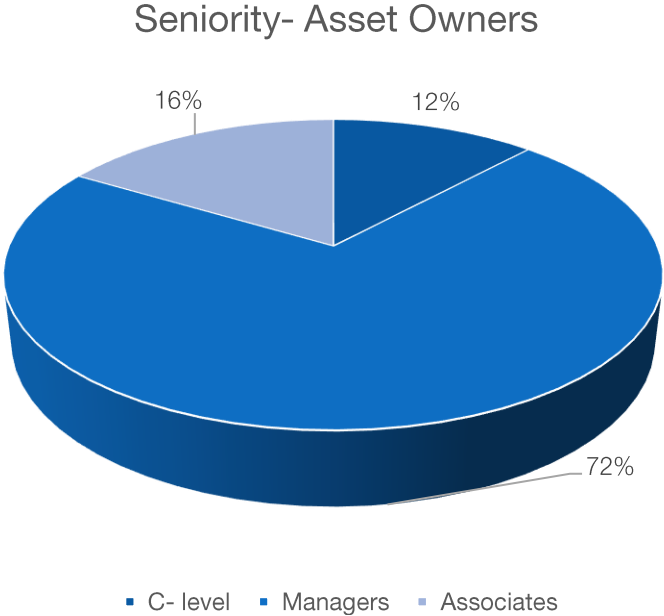
## AUDIENCE COVERAGE: ASSET OWNERS- EUROPE

Country	
United Kingdom	86%
Rest of Europe	5%
Switzerland	3%
Ireland	2%
Sweden	1%
Netherlands	1%
Germany	1%
Finland	1%



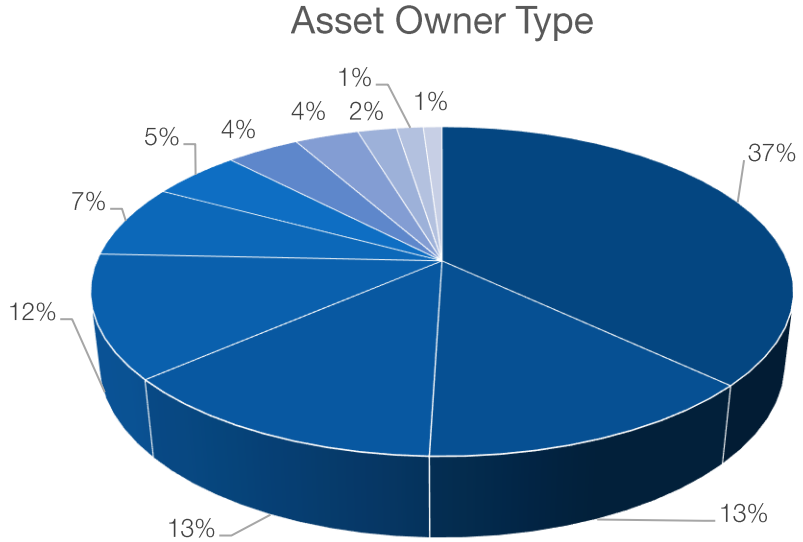
# AUDIENCE COVERAGE: OVERALL BREAKDOWN

Level	Title Includes	
C- level	CEO Chief Investment Officer Chief Risk Officer	12%
Managers	Managing Director Vice President	72%
Associates	Head of Business Unit Analyst Fund Selector	16%



# AUDIENCE COVERAGE: OVERALL BREAKDOWN

Asset Owner Type	
DB/DC	37%
Pension Consultant	13%
Charity/ Endowment/ Foundation	13%
Pension Other	12%
General Insurer	7%
Other	5%
Wealth Management	4%
Insurance Other	4%
Lloyd's Managing Agency	2%
Bank/Private Bank	1%
Family Office	1%



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