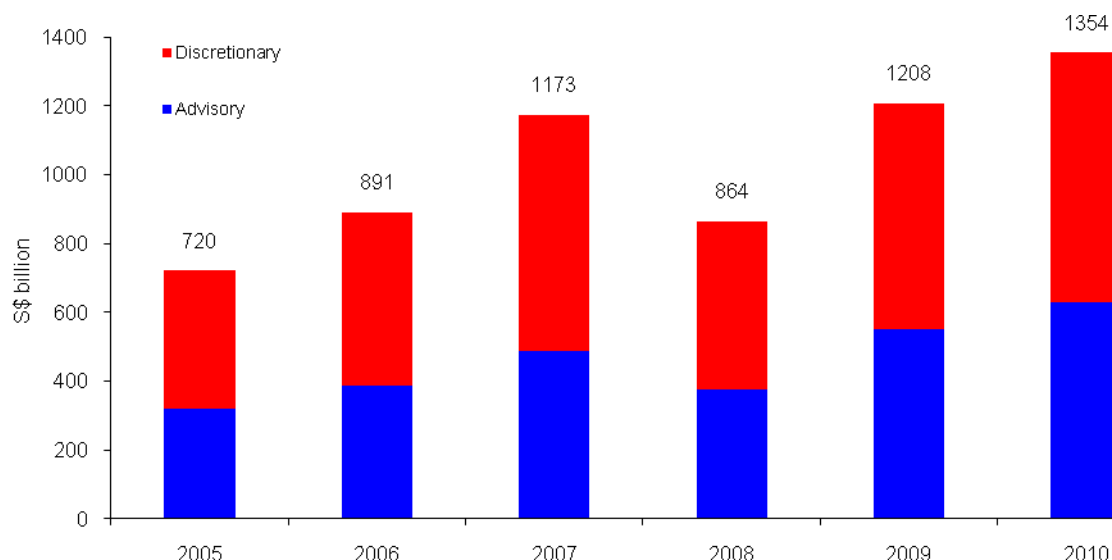


## 2010 SINGAPORE ASSET MANAGEMENT INDUSTRY SURVEY

*The Monetary Authority of Singapore conducted its annual survey of the Singapore asset management industry<sup>1</sup>, for the year ending 31 Dec 2010.*

### ASSETS UNDER MANAGEMENT (“AUM”)

**Chart 1: Assets under Management**



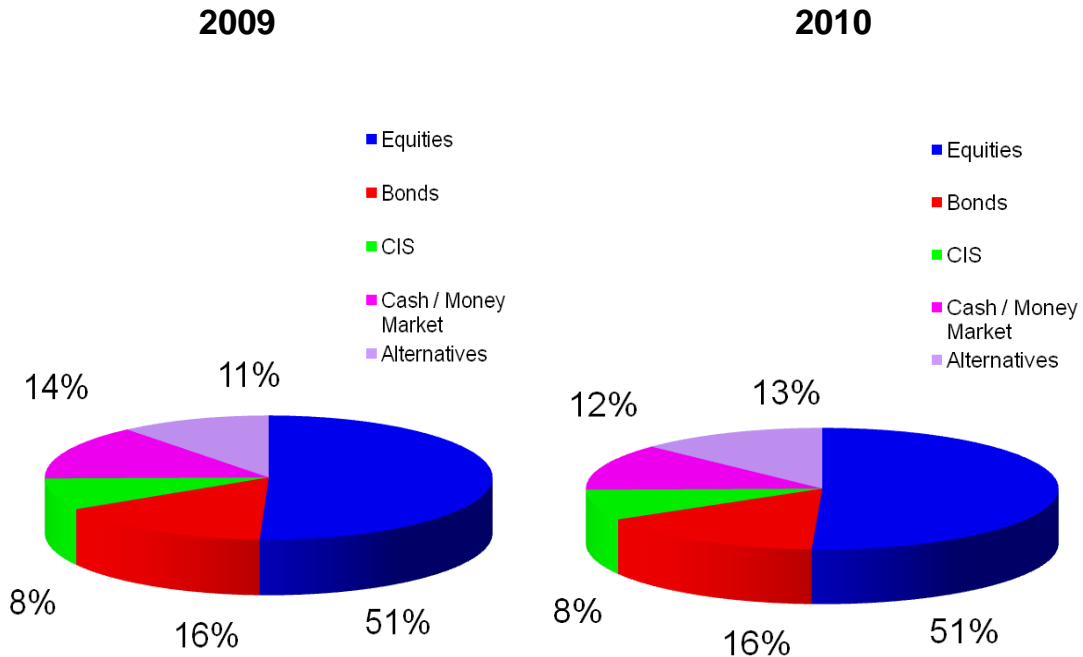
1. Assets managed by the Singapore asset management industry reached a new high in 2010. As at end-2010, total assets managed by Singapore-based asset managers that responded to the survey grew by 12% to reach S\$1.4 trillion (approximately US\$1.1 trillion), compared to S\$1.2 trillion (approximately US\$861 billion) as at end-2009. This latest AUM size has exceeded the previous peak level set in 2009. The increase in AUM level represents a 5-year average AUM growth rate of 16% per

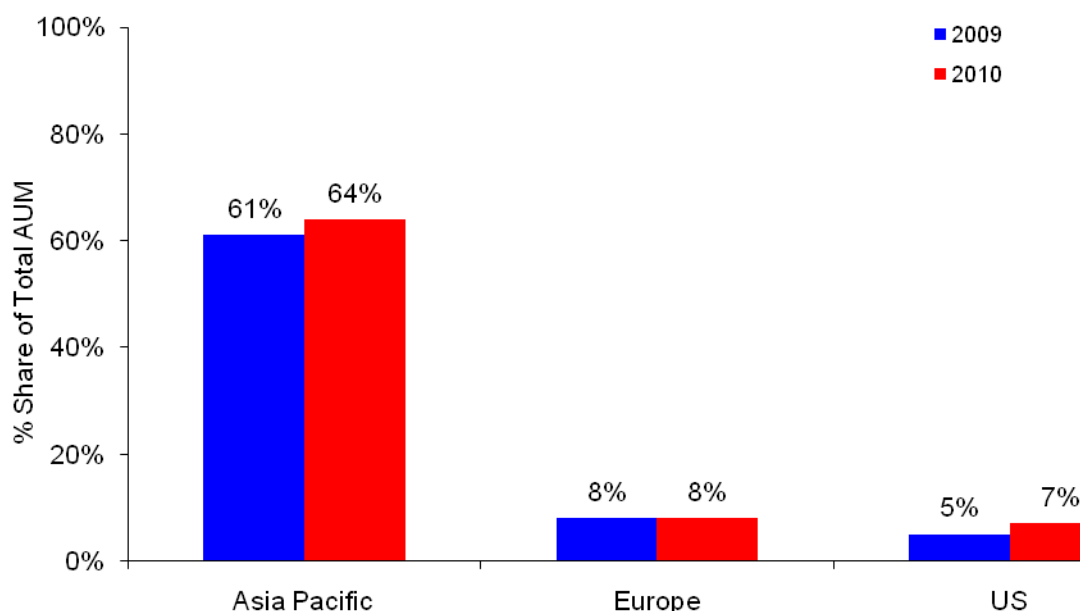
<sup>1</sup> Financial Institutions surveyed comprise Banks, Finance and Treasury Centres, Capital Markets Services licensees, Financial Advisers, Insurance Companies, Operational Headquarters and exempt entities, but excludes direct investments by government-related entities. There were 548 participants who contributed to the 2010 Survey results.

annum in 2010, underscoring the resilience and dynamism of the fund management industry in Singapore.

2. More than 80% of total AUM was sourced from outside Singapore, demonstrating Singapore’s primary role in serving regional and international investors. Slightly over half of the assets managed by Singapore-based managers were invested in equities in 2010, similar to the previous year. While core allocations remained relatively unchanged, investors shifted some money from cash and money markets into alternative investments.

**Chart 2: Investment of Funds by Asset Class**



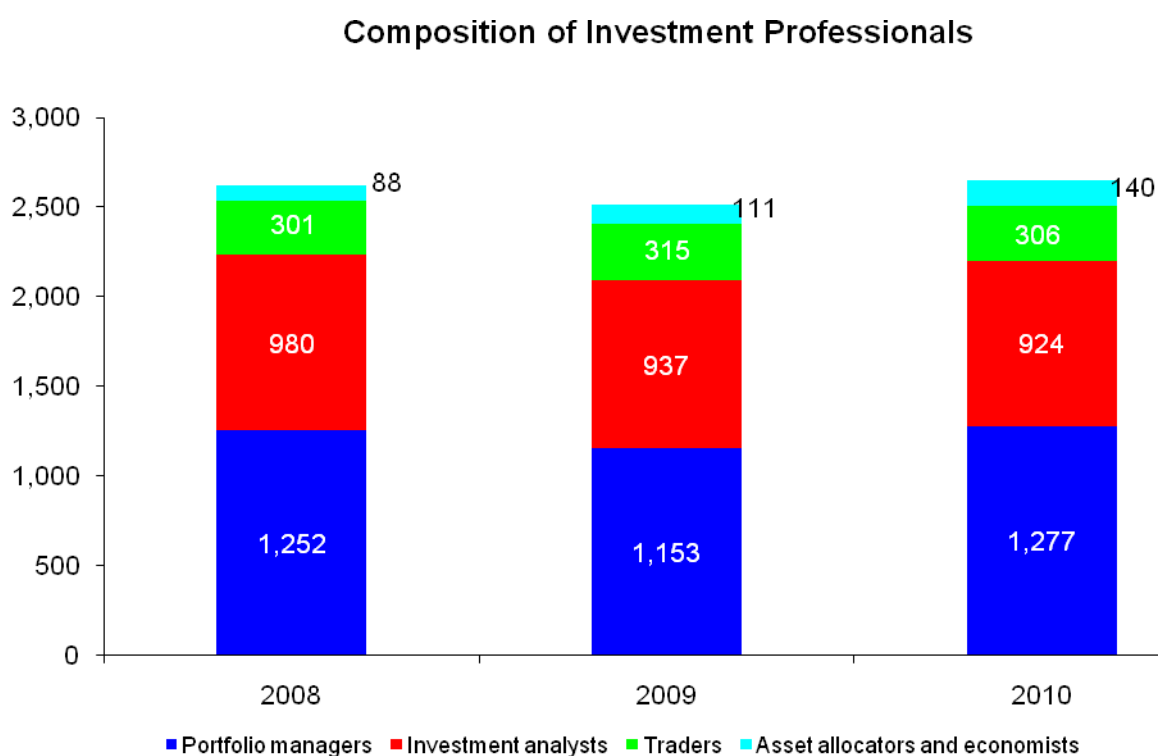
**Chart 3: Investment of Funds by Region****Key Investment Destinations: 2009 vs 2010**

3. The Asia Pacific region continued to be the key investment destination for Singapore-based asset managers, accounting for 64% of total AUM in 2010. The increase of 3 percentage points reflected continued strong interest in the Asia Pacific as a distinct investment region. Investors also increased allocations to the US moderately, reflective of increasing confidence in the US' nascent economic recovery in 2010. The proportion of investments allocated to European assets remained unchanged.

## EMPLOYMENT OF INVESTMENT PROFESSIONALS

4. The number of investment professionals has also increased by 5.2% to reach 2,647 in 2010. Through the financial crisis period, headcount levels held steady in 2009 and grew in 2010 on the back of more positive market sentiments and higher AUM levels, highlighting the resilience of the industry as a whole.

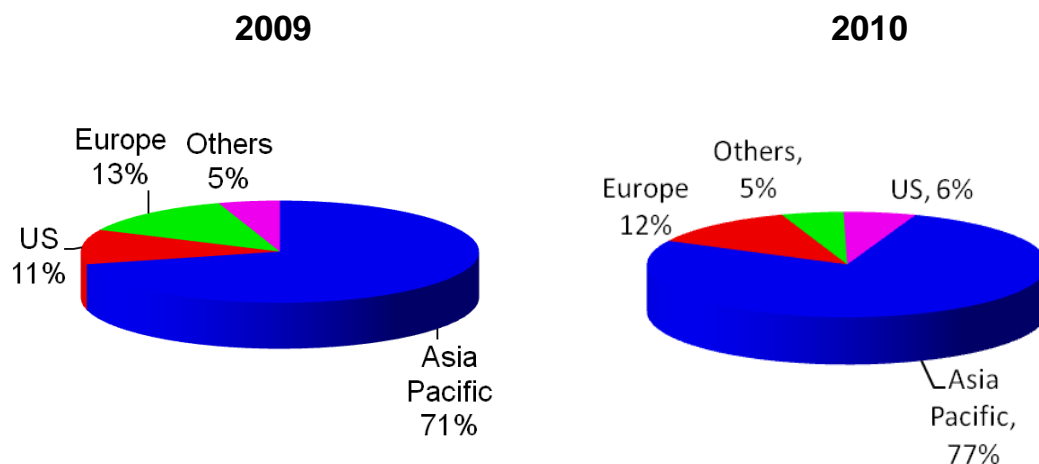
**Chart 4: Composition of Investment Professionals**



## COLLECTIVE INVESTMENT SCHEMES (“CIS”)

5. In 2010, total CIS AUM increased 5% to reach S\$33 billion, with allocations to Money Market Funds experiencing the highest year-on-year growth of 36%. In terms of geographical allocation, Asia Pacific markets accounted for 77% of CIS investments in 2010, up from 71% in 2009, reflecting investor interest in the region.

**Chart 5: Investment of CIS by Region**



### PROFILE OF ASSET MANAGEMENT INDUSTRY

6. Most top-tier global asset management companies have a presence in Singapore. These asset managers mainly manage equity and fixed income portfolios in the long-only space. The contribution to total AUM by the 20 largest asset management companies in Singapore remained largely unchanged from previous years, accounting for 43% of total AUM in 2010, as compared to 42% in 2009.

7. The number of hedge fund managers increased year-on-year from 320 to 392 as at end-2010, and their AUM grew to S\$68 billion (approximately US\$53 billion) as at end-2010.