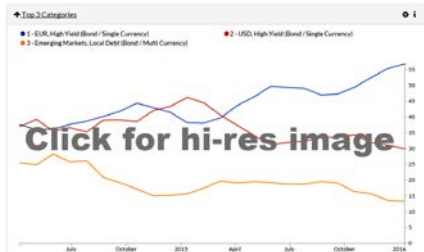


Press release

Near real-time fund and sector trend detection based on fund popularity fundinfo launches fund demand analytics service “trendscout”



trendscout instantly reveals fund and sector demand based on fund popularity

Zurich, Switzerland, 20 January 2016 – [fundinfo](#), a leading international platform provider for fund information, announces the launch of [trendscout](#), a web-based fund demand analytics service. Trendscout instantly identifies revealing trends in international fund and sector interest based on weekly data updates.

The rich graphical results are based on global document views from fundinfo’s comprehensive database of over 22 thousand funds and over 15 million fund documents. Statistics are generated by retail banks, private banks, fund platforms, IFA networks, family offices and media portals across Europe and Asia.

Click [here](#) to view three examples of fund and sector analysis charts generated by trendscout.

Jan Giller, Head of Marketing & Sales at fundinfo said, “trendscout is a powerful fund demand analysis service that gives asset managers and fund providers a unique near real-time view into fund, fund provider and category interest. Analysis is performed via a self-service web interface, and the results are derived from the cumulative preferences of thousands of investors. There is no comparable service on the market.”

With trendscout, asset managers and fund distributors can:

- Identify sector and investor trends to support product launches and strategic decisions.
- Monitor the effectiveness of sales & marketing efforts.
- Benchmark investor’s attention as compared to competitors.
- Find out what regions and sales channels generate the most activity.

Founded in 2005, fundinfo is the de facto leader in the aggregation, publication, dissemination and analysis of fund information and legal documents. Recognized by financial market supervisory authorities, the company provides its services to asset managers, fund providers, distributors, and the financial media.

For more information about trendscout, please visit the [trendscout website](#), [download the flyer](#) or contact clientsupport@fundinfo.com.

About fundinfo

fundinfo is the leading international platform for fund information and mandatory publications in the fund business. fundinfo provides users with quick, free access to more than 15 million documents, fund manager videos and the ratings of more than 700 fund companies. fundinfo is recognised by financial market supervisory authorities as an electronic publication platform for mandatory publications. fundinfo AG was established in 2005 and has offices in Zurich, Frankfurt a.M., London, Madrid, Hong Kong, Singapore and Paris.

fundinfo PR contact:

fundinfo AG

Tina Frey
Staffelstrasse 12
8045 Zurich
Switzerland

Tel.: +41 (44) 286 91 01

E-mail: tina.frey@fundinfo.com