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PRESS RELEASE

Assette/Chatham Study Finds Wide Dissatisfaction with Client Reporting

Only 46% of Institutional Investors Satisfied with the Reports They Receive; Over 1 in 5 Detect Errors in Reports

BOSTON, MA, November 20, 2009 – The study of 120 decision makers at public pension funds, corporate pension funds, endowments and foundations found that only 46 percent were "very satisfied" with client reports they receive from their asset managers. Perhaps most surprisingly, 21 percent of those surveyed said they had detected errors in their client reports during the past 12 months. Among investors with assets of $1 billion or more, that figure rose to more than 33 percent. Incorrect calculations, missing or misclassified information, incorrect benchmark comparisons, typos and inaccurate dates were the most frequent errors.

"Given the manual effort involved in preparing client reports, it's no surprise that investors find errors," said Thusith Mahanama, chief executive officer of Assette. "Those who concentrate on providing accurate, pertinent and timely information can strengthen their connections with clients and grow their businesses."

The survey was sponsored by Assette, the leading provider of client reporting software solutions for the asset management industry, and conducted by Chatham Partners, a research and consulting firm serving the asset management industry.

"The findings confirmed that significant opportunities exist for asset managers to provide a differentiated level of service and communication to institutional clients, particularly in the larger segments" said Peter Starr president of Chatham Partners. "Managers who provide best in class client service and communications reap the benefits of a more satisfied and therefore loyal client."

The survey focused on the client reporting needs of institutional investors, who made numerous recommendations on how asset managers could improve reporting including:

- **Increase frequency of communication.** Respondents suggested increasing overall communication, providing periodic updates such as newsletters and monthly reports, and providing a dedicated point of contact.

- **Improve timeliness of reports.** Suggestions included providing timely reporting via e-mail, and delivering reports no more than 10 days after the end of a period.

- **Provide more customized communication.** Investors said managers could be more flexible regarding clients' unique needs and ad hoc requests, and could do a better job describing results and expectations as they specifically relate to the client. Furthermore, account statements should always include benchmark comparisons.

- **Set realistic expectations.** Managers were urged not to oversell and to communicate issues as they occur, along with the approach for a resolution.

"The steps to better client reporting are not difficult, but they do require commitment," said Marc Filipkowski, director of sales and business development at Assette. "The survey results show there is a genuine opportunity for asset managers to differentiate themselves – but they must be willing to invest their time and resources to make changes from the status quo."

Only 45 percent of respondents said their client reports "convey a high quality brand image," while slightly more than half said the timeliness of the reporting they receive meets their requirements.

While those surveyed identified their issues with client reporting, they also clearly defined their needs. More than 90 percent said it is "very important" to include a portfolio summary with account values at the start and end of the period. Ninety-percent also said it was very important to include rates of return for the period, year-to-date, and last 1, 3, and 5 years.

More than two-thirds of those queried said they prefer to receive reports via e-mail with a PDF attachment. Forty percent also said that online access to portfolio information is very important while 33 percent said that receiving a hard copy of the report remains important.

The Assette/Chatham survey was concluded in October 2009. Investors surveyed represented plans that ranged from less than $50 million in assets to more than $5 billion. About 47 percent ran corporate pension plans, 43 percent public pension plans, 3 percent endowment and foundations and 7 percent other types.

To register and download a free copy of the survey results, please visit www.assette.com/whitepapers and click on "Survey Results: Client Reporting Pulse Check."

About Assette

Assette makes it easy to integrate data and create client reports. Client service personnel, marketing staff, and portfolio managers can easily integrate data and deliver customized information to clients and prospects in significantly less time using the company's software-as-a-service applications. Based in Boston, Assette focuses on improving sales and client service in the asset management industry through higher quality presentations, statements and online account access. For more information, please visit www.assette.com.

About Chatham Partners

Chatham Partners provides strategic business intelligence to the world's leading asset managers and service providers. The firm provides an integrated, tactical approach to market research and strategy consulting that helps organizations understand the explicit, implicit and latent needs of their clients, prospects and consultants. Chatham Partners is located in Waltham, MA. For more information, please visit www.chathampartners.net.