

Living Ratings

NO TIME TO HIDE

The brand and digital intelligence
of the world's leading asset managers 2021

Kate Shaw
Chief Executive Officer, Living Group

October 13th, 2021

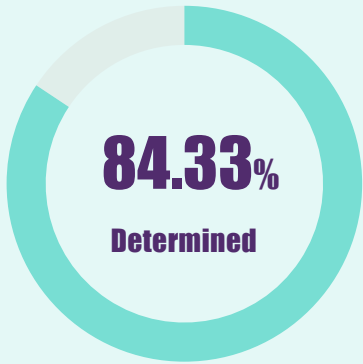


Living 

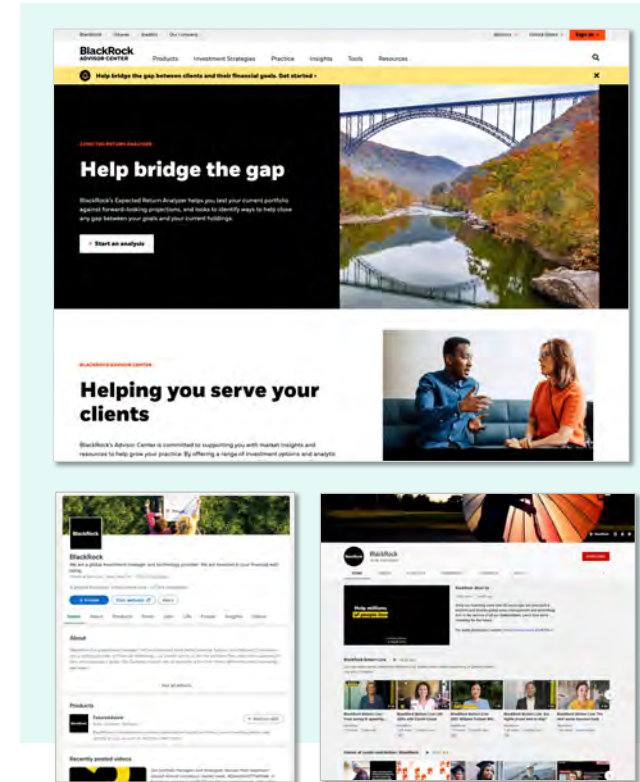
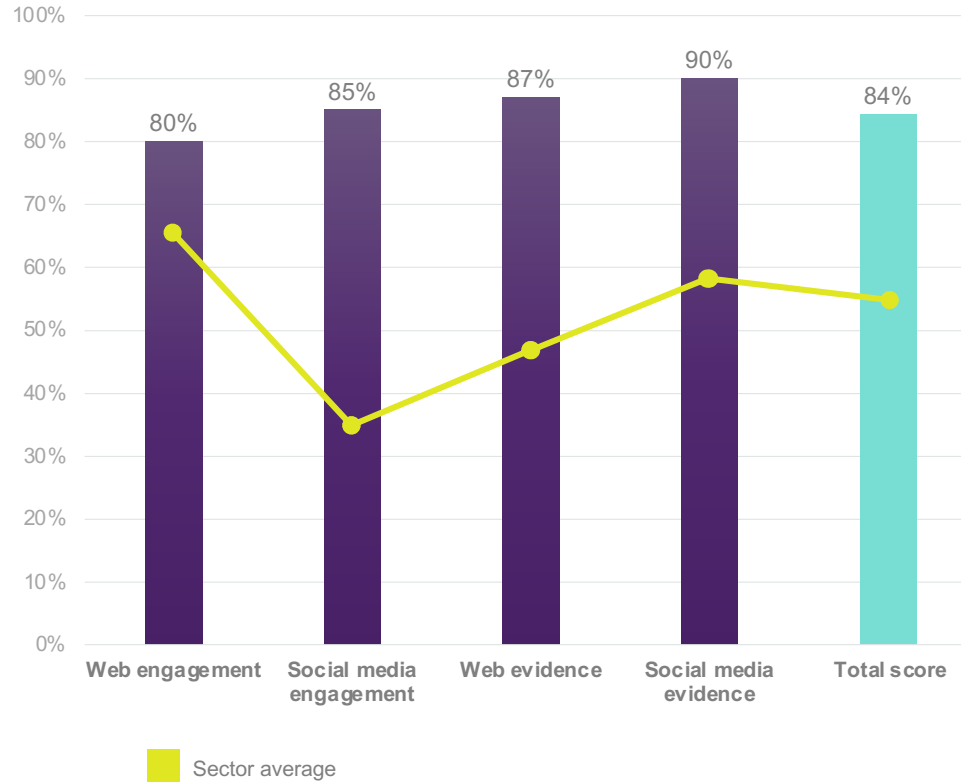
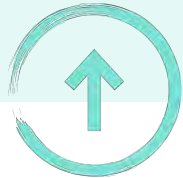
LIVING RATINGS 2021: 1st



BlackRock®



2020: 2nd – 81.95%

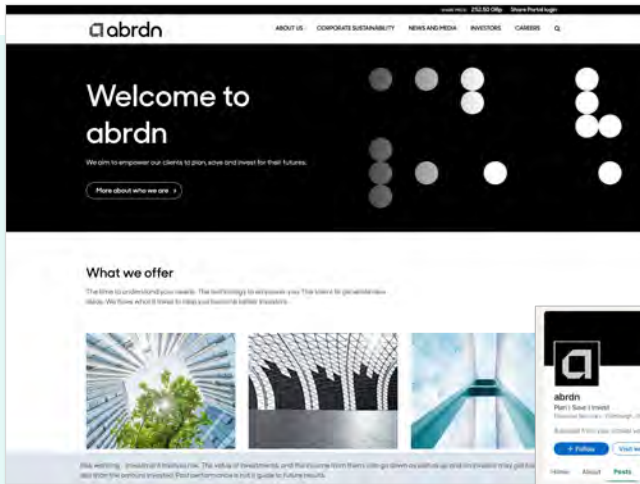


Images © BlackRock

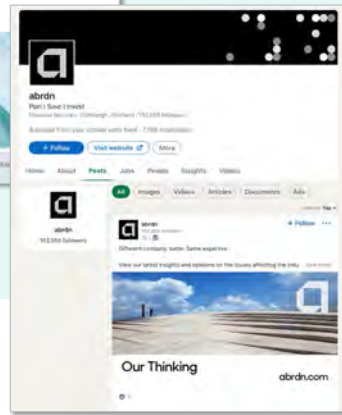
LIVING RATINGS 2021: 2nd & 3rd



2nd abrdn

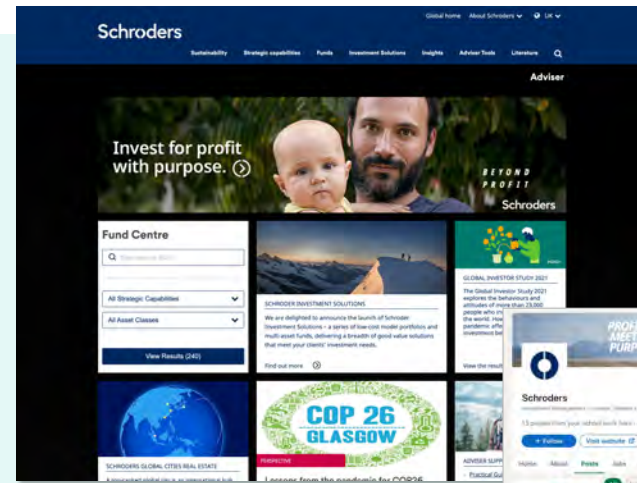


83.75%
2020: 48th – 54.63%

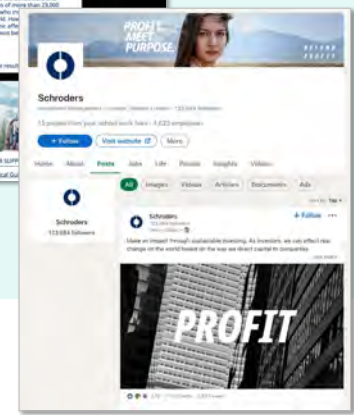


Images © abrdn

3rd Schroders



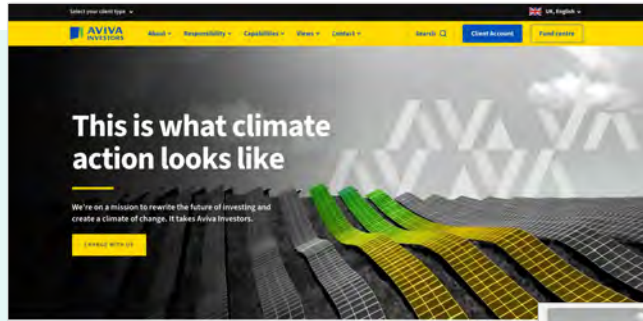
83.17%
2020: 1st – 89.27%



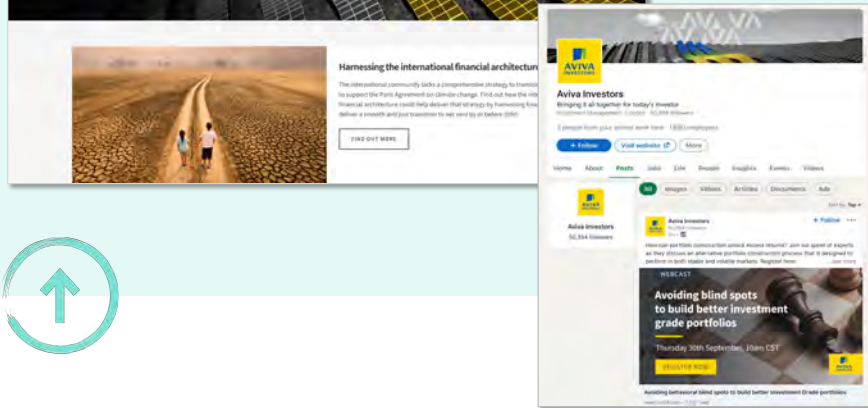
Images © Schroders



LIVING RATINGS 2021: 4th & 5th



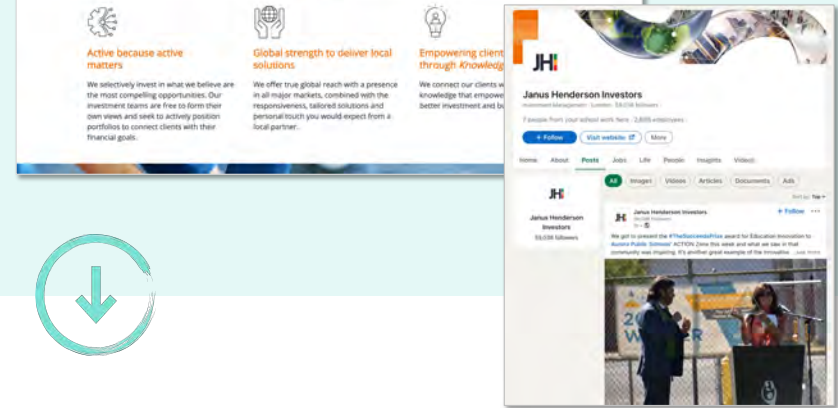
81.75%
2020: 37th – 59.71%



Images © Aviva Investors



79.58%
2020: 3rd – 80.49%



Images © Janus Henderson



LIVING RATINGS 2021: 6th to 10th



Rank 2021	Rank 2020	IPE Top 500 rank 2021	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score %
6	9	74	NN Investment Partners	86%	60%	76%	80%	79.00%
7	11	4	State Street Global Advisors	86%	35%	77%	80%	77.33%
8	5	25	DWS	85%	40%	76%	80%	76.92%
9	13	62	Baillie Gifford	77%	55%	82%	70%	76.67%
10	6	7	PIMCO	81%	60%	78%	60%	76.33%

LIVING RATINGS 2021: 11th to 15th



	Rank 2021	Rank 2020	IPE Top 500 rank 2021	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score %
	11	10	20	Nuveen	86%	55%	70%	80%	76.25%
	12	4	45	MFS Investment Management	81%	55%	75%	80%	76.17%
	13	7	81	Russell Investments	74%	55%	85%	60%	75.83%
	14	16	5	Capital Group	77%	85%	75%	60%	75.33%
	15	19	53	Columbia Threadneedle	82%	45%	66%	90%	72.75%

LIVING RATINGS 2021: 16th to 20th



	Rank 2021	Rank 2020	IPE Top 500 rank 2021	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score %
	16	17	6	J.P. Morgan Asset Management	77%	25%	75%	70%	71.42%
	17	8	13	Franklin Templeton	88%	65%	56%	60%	70.42%
	18	23	2	Vanguard Asset Management	81%	85%	53%	80%	69.75%
	19	12	34	AllianceBernstein	72%	50%	67%	80%	68.83%
	20	27	17	Invesco	82%	80%	51%	60%	67.25%



Full report launch: November 2021

Find out more

Want to know how your firm has scored across each of our criteria?

To arrange a meeting please contact Mark Stephenson
E: mark.stephenson@living-group.com

Living Ratings

NO TIME

TO HIDE



Living 