IPE is a multinational, market-leading niche financial information provider which is both European and global with roots in the UK. It is focused on pension funds and other institutional investors, and those who serve them; all of IPE’s products and services have the central objective of facilitating and enhancing interaction between these groups, specifically between the buy and sell side of the industry.

We have successfully created a suite of editorial products and services which are used by the industry’s most senior executives. In close consultation with our readers we continue to develop these products and services; this includes adapting them to meet the challenges posed by remote working and travel bans.

Our readers trust and value the IPE brand both for the integrity of its products and because they know that we understand our readers, their needs, and how they change.

IPE is delighted to have been named Institutional Team of the Year in the 2020 Aegon Asset Management Journalism Awards, and Institutional Investment Publication of the Year in the 2020 Willis Towers Watson Virtual Media Awards.
The value of IPE to our European pension fund readers

IVONNE FORNO,
MANAGING DIRECTOR,
LABORFONDS, ITALY

IPE editorial is very useful for me and my colleagues, because Italian pension funds (second pillar) are very young in terms of experience and AUM. IPE editorial provides coverage of foreign pension funds’ experiences from which we can take ideas; we can also use it to share ideas regarding new and pioneering projects.

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IPE offers a broad overview of the international investment industry and always deals with current topics. This view beyond the horizon is a valuable support in our daily work.

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Since the very first issue in 1997, IPE has led the field with a unique brand of information, analysis, news and data dedicated to Europe’s pension fund community. Close connections with that community are our hallmark.

### KEY TARGET READERS

#### BUY SIDE / INVESTORS / CAPITAL OWNERS

<table>
<thead>
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<th>Category</th>
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<td>All buy side - Rest of World</td>
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<td><strong>TOTAL BUY SIDE</strong></td>
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#### SUPPLY SIDE / VENDORS / SERVICE PROVIDERS

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**TOTAL CIRCULATION** 10307
IPE’s circulation is updated regularly to give advertisers the best possible readership within our target market. The circulation is audited by the UK’s ABC, the Audit Bureau of Circulations, which is an independent association responsible for verifying a publication’s circulation.

IPE’s average monthly distribution, July 2019-June 2020, was 10,307. The circulation for the June 2020 issue of IPE was 10,299.

**GEOGRAPHIC BREAKDOWN**

6,892 Europe (ex.UK)

627 North America

2,592 United Kingdom

262 RoW

10,307 Total Circulation

**BUY SIDE – SUPPLY SIDE CIRCULATION SPLIT**

- **8,494** Capital Owners
- **1,813** Vendors & Service Providers

**COPIES/EUROPE**

- 156 Austria
- 322 Belgium
- 364 Denmark
- 211 Finland
- 768 France
- 1,074 Germany
- 18 Greece
- 60 Iceland
- 287 Ireland
- 489 Italy
- 94 Luxembourg
- 1,173 Netherlands
- 109 Norway
- 87 Portugal
- 238 Spain
- 344 Sweden
- 836 Switzerland
- 2,592 United Kingdom
## Editorial outline 2021

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<th>Surveys</th>
<th>Special Reports</th>
<th>Guides/Rankings</th>
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<td>Funds of Hedge Funds</td>
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<td>Currency</td>
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<td>Fees, Costs &amp; Transparency</td>
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<td>Private Equity</td>
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*IPE Pensions Market Survey. Asset managers wishing to participate in any IPE surveys should contact dominic.gane@ipe.com.*
PUBLISHING SCHEDULE 2021

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| ISSUE 2022 | | |
| January    | 26 November                       | 03 December                   | 02 January 2022 |

PRINT ADVERTISING RATES 2021

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<td>Full page. Run of magazine</td>
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<td>Full page. Page 4 or 6</td>
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VAT where applicable Note: IPE reserves the right to update the rate card in line with fluctuations in the international currency markets

MECHANICAL DATA 2021

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IPE.com enables asset managers and other service providers to reach pension funds via creative advertising opportunities, thought leadership and content marketing, webcasts for lead generation and email newsletter advertising.

KEY ANALYTICS

**AVerAGE MONTHLY USERS**

112,067 Average monthly unique users

245,000 Average monthly page views

12,505 Visiting four+ times per month

**USAGE BY DEVICE**

26% VIA MOBILE/TABLET

74% VIA DESKTOP

**GEOGRAPHICAL BREAKDOWN**

37% United Kingdom

27.5% Continental Europe

18% US and Canada

14% Asia

3.5% ROW

**DAILY NEWS EMAIL STATISTICS**

33,221 Recipients

17% AVERAGE OPEN RATE

12% AVERAGE CLICK-THRU RATE

These analytics are correct at 20 Nov 2020
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  - Company overview, key data, bios of your key people, video promotion;
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A GLOBAL PUBLICATION

IPE Real Assets is the leading information resource for the global institutional real assets investment industry.

IPE Real Assets is the leading information resource for the institutional real assets investment industry. Through print publications, online media and events it delivers critical intelligence, data and analysis of global property markets and institutional investors.

The magazine has widened its remit in recent years to cover the burgeoning real assets markets, reflecting a similar shift among institutional investors. We apply the same approach to these markets, whether infrastructure, agriculture, forestry or alternative property types like healthcare and social housing.

IPE Real Assets magazine is delivered to the top decision makers and asset allocators at pension funds, sovereign wealth funds, insurance companies, foundations and consultants globally.

realassets.ipe.com provides cutting edge daily news on a global basis to a global audience.

Editorial outline 2021

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<tr>
<th>July/August</th>
<th>Top 100 Global Infrastructure Managers</th>
<th>Retail and logistics</th>
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<tr>
<td>Infrastructure fund managers survey</td>
<td>ESG: Net zero carbon</td>
<td></td>
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<tr>
<td>Value-add RE funds</td>
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<table>
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<tr>
<th>Sept/Oct</th>
<th>EXPO Real / Top 100 Global Infrastructure Investors</th>
<th>Offices, urbanisation</th>
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<tbody>
<tr>
<td>Listed markets</td>
<td>Infrastructure funds</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Nov/Dec</th>
<th>Top 100 Global Real Estate Managers</th>
<th>Transport / tourism - airports, roads, ports, shipping, aircraft, hotels, driverless cars, smart cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real estate managers survey</td>
<td>Opportunistic real estate funds</td>
<td></td>
</tr>
</tbody>
</table>
REIM REFERENCE GUIDE

IN PRINT
The REIM Guide is mailed to a circulation of 8,240 with additional copies distributed at key industry events. Present your company information across a double-page spread in the regions where you invest. The Guide is divided into four regions: Europe, Asia Pacific, North America and Latin America.

ONLINE
The IPE Reference Hub enables your firm to engage with over 15,000 institutional investors. An investment manager profile on the IPE Reference Hub is a versatile branding and content marketing tool that provides scope and flexibility.

Now in its 17th year, the IPE Real Estate Global Conference & Awards has become the premier event of its kind for institutional investors. The Conference is a forum for investors examining the key issues they face. The evening Awards Ceremony recognises and rewards best practice, outstanding performance and innovation within the real estate sector. In 2021, this premier level event will take place at the Villa Hotel in Copenhagen on Tuesday 18 May.

IPE’s Real Assets and Infrastructure Investment Strategies Conference in Amsterdam on 23 September 2021 will explore these fast growing asset classes. This event will bring together investment decision makers at global pension funds, experts from the asset management community, leading consultants and academics.

Asia/Europe/North America
An exciting high-level informal marketing and networking opportunity with decision makers at pension funds and other institutional investors in the three regional markets of Asia (23 February 2021), Europe (24 February) and North America (25 February). This is a platform for pension funds to learn more about the latest research on topical themes from investment managers.
SPONSOR BENEFITS

- IPE Webcasts enable asset managers, index providers and other interested financial services companies to speak directly to prospects to showcase their expertise, demonstrate and thought leadership and help them to convert engaged viewers into customers.
- In addition to IPE’s marketing of the webcast you will have the opportunity to invite your current and target clients to your webcast.
- IPE captures your Webcast registrant / viewer details (including job title, phone number and email address) and delivers them to you post event in a fully documented activity report.
- IPE’s unparalleled reach among investors gets you directly to your market.
- You will have the opportunity to vet registrations.
- A recording of the webcast is stored permanently and can be used by the client for use on its website or other channels.

THE PROCESS

- You decide the subject matter and the speaker, we do the rest!
- IPE appoints an independent moderator (an experienced financial journalist) who works with your speaker or speakers to chair the event including managing Q&A.
- IPE offers rehearsals to prepare your speaker or speakers and ensure the smooth running of the webcast.
- IPE is responsible for marketing your webcast: ideally this commences six weeks prior to the webcast.
- On request we can invite your wish-list of names to attend the webcast.
- Full technical support is provided throughout.

THE WEBCAST

- IPE Webcasts are normally a one-hour live event using the IPE channel on the BrightTALK platform.
- Audio or video (talking head) plus Powerpoint presentation.
- Each webcast is streamed live with your branding, the speaker’s photograph, the facility to support the webcast with slides and to ask pre-agreed questions of the audience.
- The audience has the opportunity to ask questions by emailing the moderator, which the speaker can answer live.
- Audience polling function (scheduled in advance).
- Approximate allocation of time during the Webcast:
  5 minutes of introduction / 30 minutes presentation / 10 minutes questions and answers session with the moderator (pre-agreed) / 15 minutes live questions & answers session from the audience.

NEW  2 WAYS TO PARTICIPATE IN AN IPE WEBCAST

1. SINGLE SPONSOR: exclusive use of the air time by one organisation
2. MULTI-SPONSOR: based on a scheduled topic calendar, air time shared by two or more organisations.
2021 Digital Advertising & Specifications

IPE.COM RATES

<table>
<thead>
<tr>
<th>GBP PER CPM</th>
<th>COST PER THOUSAND IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of site Leaderboard and MPU</td>
<td>£85 cpm</td>
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<tr>
<td>Half page MPU and expandable MPU and leaderboard</td>
<td>£105 cpm</td>
</tr>
<tr>
<td>Floor Ad</td>
<td>£120 cpm</td>
</tr>
<tr>
<td>Site takeover (inc x1 email promotion)</td>
<td>£10,000 per day</td>
</tr>
</tbody>
</table>

IPE.COM TECHNICAL SPECIFICATIONS

- Leaderboard: 728 x 90
- Floor Ad: 728 x 90
- MPU: 300 x 250
- Half page MPU: 300 x 600
- Expandable MPU (must expand to left 600 x 250): 300 x 250
- Expandable Leaderboard (must expand down to 728 x 180): 728 x 90

ACCEPTED FORMATS: JPG, GIF, FLASH, HTML5

IPE EMAIL NEWSLETTER ADVERTISING

- SPONSORED MESSAGE
  - Per email: £1,500
  - For 5 days of emails (not consecutive): £6,000

- TOP AND BOTTOM BANNER
  - Per email: £1,200
  - For 5 days of emails (not consecutive): £4,800
  - Sponsored message plus top and bottom banner: Per email £1,900

IPE NEWSLETTER TECHNICAL SPECIFICATIONS

- Sponsored message: logo (150 x RIP)
- 55 words of text (3 lines) plus linking url
- Top and bottom banner: 468 x 60 or 728 x 90

WEBCAST

Each webcast includes pre event marketing, event hosting and a file of all attendee contact details

- £16,500 per webcast OR £7,500 per sponsor for a three-sponsor webcast.

+VAT WHERE APPLICABLE

REFERENCE HUB

For a package of an annual digital profile, unlimited content hosting, solus emails, and multiple email promotions of your Hub content across a range of IPE email services.

Prices range from £9,840 p.a. to £15,000 p.a. depending on volume of client content.
INCREASE YOUR VISIBILITY IN YOUR TARGET MARKET WITH THIS IMPORTANT PRINT GUIDE

A double page spread of company information will be delivered to the readership of IPE magazine, which includes over 6,000 senior pension fund executives.

A DOUBLE PAGE SPREAD FOR YOUR COMPANY PROFILE, CONSISTING OF:

- Company name & logo
- Overview
- Investment process & research
- Strategies & products
- Key Data
- Key People
- Locations

COST PER PRINT PROFILE: £3,950
FOR GERMAN-SPEAKING INSTITUTIONAL INVESTORS

IPE’s business in the D.A.CH region continues to develop through IPE D.A.CH, our Munich-based subsidiary, through business breakfasts, a directory of asset managers active in the region, an annual survey of investor needs in the region and an annual yearbook rounding up developments in the institutional investment industry in the German speaking countries.

**ASSET MANAGEMENT GUIDE**

IPE D.A.CH Asset Management Guide provides detailed profiles of over 100 asset managers active in the D.A.CH market. The Guide is distributed to over 4,700 institutional investors in the German speaking region. The guide is available as a searchable online tool which can be updated any time. **Published in January.**

**SURVEY OF GERMAN INSTITUTIONAL INVESTORS**

The annual survey of over 120 German investors with a combined €600bn of AuM is a study of what respondents are thinking about their strategies, asset allocation, as well as their asset managers and consultants. **Published in May.**

**ASSET MANAGEMENT YEARBOOK-**

This established German language publication reports on the trends in the German institutional market, with analysis of a detailed survey of pension funds and other investors in Germany. **Published in July.**

**INSTITUTIONAL ASSETCLASS FOCUS**

This new publication will focus on a specific asset class and will be tailored specifically for investors in the D.A.CH region. **Published quarterly.**

**BUSINESS BREAKFASTS**

Series of educational and networking events on specific topics, held throughout the year for local investors in four German cities.
Now in its 21st year, the IPE Annual Conference is a well established fixture in the European pensions calendar. Top-level international speakers with a background in politics, academia and industry practice make this event the leading international forum for discussion of the key trends and issues facing pension funds and other institutional investors.

The Awards Dinner and Ceremony recognises and rewards best practice and innovation among Europe’s diverse pensions providers, and the contribution of leading industry figures. Each year close to 700 senior professionals from across the industry join us for this key event.

### WHY DO PENSION FUNDS & OTHER INSTITUTIONAL INVESTORS ATTEND THE IPE AWARDS?

- Rich, top level content
  - Topical panel discussions
  - Top international speakers
- Networking with other senior professionals at the Conference and at the Awards Dinner
- Recognition of the bar-raising achievements of a diverse range of pension funds from across Europe
- Celebration of excellence by creating a meaningful and broad set of benchmarks
- A rigorous and independent judging process

### UNIQUE SALES AND MARKETING OPPORTUNITIES

This event affords multiple opportunities to reach and influence the key players in the industry across print, online and at the event itself, with a particular focus on fulfilling the following marketing objectives:

- arrange high-level introductions, meetings & networking
- increase brand awareness
- promote brand positioning & association with specific topics
- showcase your expertise
- generate qualified leads
- deepen your market research & intelligence
RICH, TOP-LEVEL CONTENT

TOP INTERNATIONAL SPEAKERS

- Al Gore
- Anders Fogh Rasmussen
- Mary Robinson

TOPICAL PANEL DISCUSSIONS

**Impact Investing: Measurement and Management**

- Eugene O’Callaghan, Director, Ireland Strategic Investment Fund
- Peter Lööf, Head of Responsible Investment, Atlesia
- Olivier Rousseau, Executive Director, FRR (Fonds de réserve pour les retraites)
- Fathi Ward, Chief Responsible Investment Officer, Struel Pension Partnership

Discussion led by Sony Kapoor, Managing Director, Re-Define

NETWORKING WITH OTHER SENIOR PROFESSIONALS

AT THE CONFERENCE...

AT THE AWARDS DINNER...

RECOGNITION OF ACHIEVEMENT & CELEBRATION OF EXCELLENCE
<table>
<thead>
<tr>
<th>DATE</th>
<th>MAGAZINE</th>
<th>EVENT TITLE</th>
<th>LOCATION OR AUDIENCE</th>
<th>FORMAT</th>
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<tr>
<td>Feb 11</td>
<td>IPE</td>
<td>Nordics Forum - Focus on Sweden</td>
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<td>Feb 23</td>
<td>REAL ASSETS</td>
<td>Real Assets Asia</td>
<td>Europe</td>
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<td>Feb 24</td>
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<td>Real Assets North America</td>
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<td>March 10</td>
<td>IPE</td>
<td>IPE ESG COVID Recovery</td>
<td>Global Audience</td>
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<td>March TBC</td>
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<td>IPE Ireland Congress</td>
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<tr>
<td>May 17</td>
<td>QUEST</td>
<td>Quest Roundtable at Real Estate Awards</td>
<td>Copenhagen</td>
<td>Live/In Person</td>
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<td>May 17</td>
<td>QUEST</td>
<td>Quest Dinner at Real Estate Awards</td>
<td>Copenhagen</td>
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<td>Real Estate Awards Speakers Dinner</td>
<td>Copenhagen</td>
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<td>May 18</td>
<td>REAL ASSETS</td>
<td>Real Estate Global Conference &amp; Awards</td>
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<td>IPE</td>
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<td>UK/Global Audience</td>
<td>Hybrid</td>
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<td>REAL ASSETS</td>
<td>Real Assets &amp; Infrastructure Conference</td>
<td>Amsterdam</td>
<td>Live/In Person</td>
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<td>Oct 7</td>
<td>IPE</td>
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<td>Iceland</td>
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<td>UK</td>
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<td>QUEST</td>
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<td>Madrid</td>
<td>Live/In Person</td>
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<td>Madrid</td>
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<td>Live/In Person</td>
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<tr>
<td>Dec 3</td>
<td>IPE</td>
<td>IPE Conference &amp; Awards - Day 2</td>
<td>Madrid</td>
<td>Live/In Person</td>
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</tbody>
</table>
IPE Quest is an online asset manager search facility connecting investors with asset managers. It is used by asset owners to place before asset managers either a Search (RFI/RFP) or Discovery (pre-RFI). Over 2,000 asset managers located worldwide are alerted of the request.

**KEY FEATURES: ASSET OWNERS**
- Bespoke service for asset owner RFPs, RFIs and pre-RFI research
- Guaranteed anonymity
- Discover over 2,000 vetted global managers of any size and asset class
- Prepare research with collated and comparable data
- Service is free of charge for asset owners; managers pay a fee to respond to your request

**KEY FEATURES: ASSET MANAGERS**
- Receive alerts of new, fully vetted RFPs, RFIs and pre-RFI research on all asset classes
- Respond to requests on a level playing field
- Opportunity to put your firm forward in front of key decision makers at asset owners
- Service is free to register and receive alerts; managers pay a fee to respond to a request

**OVER 1,000 MANDATES PLACED SINCE 1999**

**SEARCHES & DISCOVERIES PLACED ON IPE QUEST**

**SEARCHES**
- CHF100m+ Switzerland Equities
- $50–100m Global Equity Smart Beta
- €20m OECD Infrastructure
- $500m+ USA All/Large Cap
- $20m Global Convertibles
- AUD100m+ Australia Equities
- €200m Emerging Markets All/Large Cap Equities
- €100m Global Liquid Alternatives

**DISCOVERIES**
- Global Developed Markets Infrastructure
- Latin America Real Estate
- Frontier Markets Equities
- Emerging Markets All/Large Cap Equities
- Europe Office Real Estate
- Europe Residential Real Estate

www.ipe-quest.com
Editorial

IPE MAGAZINE
Brand profiling and association in the leading print publication for European pension funds

IPE REAL ASSETS MAGAZINE
Read by the top decision-makers and asset allocators at pension funds and other institutional investors

IPE Online news
WWW.IPE.COM
REALASSETS.IPE.COM
Develop your digital profile and drive traffic to your website in the leading online news service for European pension funds
Events

**IPE Reference Hub**

**CONTENT MARKETING PLATFORM**

- All Asset
- Real Estate
- Infrastructure

Showcase your expertise to leading pension funds by publishing unlimited white papers, research and other key content.

**IPE Reference Guide**

Print Guide with over 100 company profiles. Distributed to 6,000+ institutional real estate investors.

**Regional and subject-specific events**

- IPE Real Assets & Infrastructure Conference
- IPE In Iceland
- IPE Seminar Series (multi-city)
- IPE Real Assets Global Virtual Forums (Asia, Europe, North America)

Present your subject expertise to and network with European pension funds.

Services

**IPE Webcasts**

**REAL ASSETS Webcasts**

**LEAD GENERATION**

Present your expertise to an engaged audience and generate a contact list of warm business leads.

**IPEQuest**

**MANAGER SEARCHES**

View pension fund RFIs and RFPs free of charge. Tender for business on a level playing field.
SPECIAL REPORT

ESG
Next steps in reporting

NOVEMBER 2020

REPORTING
CASE STUDIES
ENGAGEMENT
PRIVATE EQUITY
VIEWPOINTS

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PERPECTIVE:
TRUSTEE PAY

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PENSION FUNDS ALIGN TO TACKLE PANDEMIC

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57 CHINA
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72 DAMBISA MOYO
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SEPTEMBER 2020

SURVIVING A REPUTATIONAL CRISIS

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Institutional Team of the Year
in the 2020 Aegon Asset Management Journalism Awards

Institutional Investment Publication of the Year
in the 2020 Willis Towers Watson Virtual Media Awards