



Media Pack



Contents

What is mallowstreet?	4 – 5
mallowstreet Clients	6 – 7
mallowstreet.com – Native Advertising 24/7	8 – 9
Additional Online Opportunities	10
mallowstreet Insights	11 – 12
University Dinners	13
Investment Focus	14
Roadshows	15
Indabas	16
Summits	17
Congress	18
Contact Details	19

What is mallowstreet?

mallowstreet is a social network and educational events portfolio for professionals in the UK institutional pensions community.

- mallowstreet.com is the ONLY secure and verified online community for pension funds, their consultants, advisers and other institutional investors
- mallowstreet.com allows any of our clients to interact with a community of over 4,000 industry professionals 24 hours a day, 365 days a year
- in 2023 mallowstreet will host over 50 events

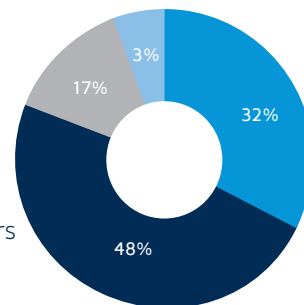
By using a combination of mallowstreet.com, mallowstreet Insights, and mallowstreet University events our clients can identify which of their solutions are best suited to specific pension funds in the community.



Both the online mallowstreet platform and mallowstreet University events are PMI accredited and are eligible for CPD points.

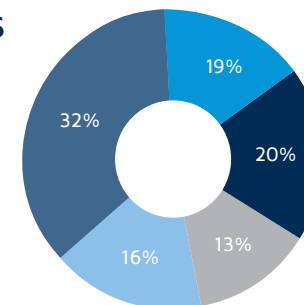
Community breakdown:

- Trustees
- Advisers
- Expert Contributors
- Solution Providers



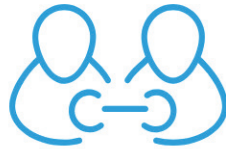
Pension fund sizes represented:

- £3bn +
- £1bn – £3bn
- £500m – £1bn
- £200m – £500m
- £10m – £200m



mallowstreet.com: Key Statistics

4,126
Active community
members



43
New members
joining each month



Over 19 million
members represented
on mallowstreet



Over £1.88 trillion
assets represented
on mallowstreet



85%
of all advisory
firms are on
mallowstreet



88%
of all pension funds
with assets in
excess of £3bn are
mallowstreet subscribers



700
Pension
funds on
mallowstreet
553 DB; 97 DC; 50 LGPS

mallowstreet: Key Stats



46 events
hosted in UK
2022



With over 600
delegates in
attendance



**Representing
over £1 trillion**
in assets



Delivered to 63
sponsoring
organisations

mallowstreet Clients

A selection of some of the current mallowstreet clients.

abrdn	Artemis Investment Management
Alliance Bernstein	AXA Investment Managers
Alpha Real Capital	BlackRock
American Century Investments	BlueBay Asset Management
Aviva Investors	Capital Group
Barings	Eastspring Investments
Columbia Threadneedle Investments	Franklin Templeton Investments
ClearBridge Investments	Invesco
HSBC Asset Management	Jupiter Asset Management
Janus Henderson Investors	Natixis Investment Managers
Legal & General Investment Management	Metlife Investment Management
M&G Investments	Morgan Stanley Investment management

Newton Investment Management	Ninety One
Partners Group	Nuveen
PGIM	Pension Insurance Corporation (PIC)
PIMCO	Pictet Asset Management
Russell Investments	Principal Asset Management
Sarasin Partners	Rothesay Life
T. Rowe Price Investment Management	Redwheel
TwentyFour Asset Management	Schroders
Wellington Management	Triple Point Investment Management
World Gold Council	UBS Asset Management

mallowstreet.com – Native Advertising 24/7

The Feed is where our members find the latest thoughts, comments, videos and research pdfs from their industry peers. All content published is generated by the community, expert contributors or mallowstreet. The design of **The Feed** allows users to post and consume pensions related content all in one place.

mallowstreet offers access to partners on The Feed through premium content positions and through native advertising.

Choose which licence works best for your marketing objectives:

Company

An annual licence allows your company to:

- Publish research pdfs, links and videos to **The Feed**
- Create a company profile – highlight your company's mallowstreet content in your own dedicated Feed, complete with corporate information

This offering is perfect for those who are **resource-light** require a high level of compliance. It allows companies to raise their profile through **The Feed** without the need to generate custom content and responses.

Company+

All the benefits of the Company licence plus:

- Publish articles/blogs to **The Feed** as a named user – this is the most consumed content type on mallowstreet.com
- Highlight key members of your organisation and their content, through enhanced individual user profiles
- Engage and interact with the community through the comments system

Adding a thought leader to your package on average **doubles the level of engagement** your company would enjoy on a Company Access Licence.

BENEFITS	COMPANY	COMPANY+
• Company Profile and Logo displayed	✓	✓
• Company Posts		
• Events Listings – posted in the event section	4 per year	12 per year
• Research pdfs – posted within The Feed and CPD Centre	2 per month	4 per month
• Short Posts – posted within The Feed	2 per month	4 per month
• Video – posted within The Feed and CPD Centre	2 per month	4 per month
• Podcast Posts – posted within The Feed	X	1 per month
• Access to directory (members, organisations and pension funds)	✓	✓
• Individual user profiles, bio and photo (linked to company)	✓	✓
• Individual Users can:		
• Comment/participate in discussions via the comments	X	✓
• Connect/follow, start private discussions with members	X	✓
• Receive alert notifications	X	✓
• Post Articles/Blogs – within The Feed under their profile	X	4 per month
• Community Sponsored Emails	X	2 per year
• Monthly Community Report – analysis of the mallowstreet community	✓	✓
• Monthly Content Performance Report	✓	✓
	£17,400 Annually	Additional £5,400/ User Annually

Pricing:

Company subscription – £17,400 Annually (£1,450/month)

Company+ – Company subscription PLUS an additional £5,400 per user annually (£450/month per user)

Additional Online Opportunities

ONLINE ADVERTISING

mallowstreet offers subscribers SoV advertising in 2 key positions; leaderboard and MPU. Advertising is limited to a maximum of 4 creatives per position.

- SoV 25% £2,500 p/position p/month
- SoV 50% £5,000 p/position p/month
- SoV 75% £7,500 p/position p/month
- SoV 100% £10,000 p/position p/month

Average
dwell time of
2.19
minutes

COMMUNITY NEWSLETTERS

mallowstreet sends out daily community emails (Monday–Saturday) to registered members. These emails are available for sponsorship and include; two leaderboards, up to 50 words of promotional copy, your company logo and a clickthrough to any destination URL.

Community Email Sponsor

- Single email £1,500
- 4 emails £4,500
- 2 emails £2,500
- Subject Newsletter Sponsorship £2,950 per e-mail

22%
open rate

OTHER

Homepage Takeover	£2,500 p/day
Search Sponsor	£2,000 p/month
Mobile Sponsorship (exclusive)	£4,000 p/month

Native Advertising (Non-subscribers)

Papers/Videos/Products	
1 article p/month	£2,500
2 articles p/month	£3,500
4 articles p/month	£5,000
8 articles p/month	£8,000

mallowstreet Insights

Since 2019, mallowstreet Insights have conducted over 20 research projects for the leading asset management firms in the UK, across DB, DC and insurance markets and a range of topics and asset classes. This means we have asked over 400 questions to collect over 2,000 qualified responses and processed nearly 100,000 primary data points, in order to become a trusted partner and key resource to the institutional investor market.

Research project aims

- **CREDIBLE CONTENT:** mallowstreet research is designed to shape the industry discussion. Our surveys allow trustees and CIOs to air their concerns, while our reports help them learn from each other.
- **ENGAGING STORIES:** you receive syndication rights to the report and its findings, so you can show how you can help UK pension schemes and insurers overcome their biggest obstacles and gain their trust.
- **TARGETED CAMPAIGNS:** mallowstreet has been at the heart of the UK pensions industry for over 10 years. We have access to the largest online community of top decision-makers, so we help you focus only on the most relevant contacts.
- **STRONGER PRESENTATIONS:** the findings will help you improve how you present your services and solutions, so your clients know you have heard and truly understand their needs and priorities.
- **QUALIFIED LEADS:** we gather engaged opt-in leads at multiple points throughout the research project, so you can initiate as many meaningful conversations as possible.

A TYPICAL PROJECT

SENIOR decision-makers in our audience will include trustees, pensions professionals, CIOs and their investment advisers	20 page report with detailed segmentation by, e.g., organisation type, asset size, strategic plans and investment horizons
50-75 qualified respondents	15 weeks from survey launch to report delivery
30 questions to uncover actionable insights about your services and solutions	6 weeks additional promotion of report findings and audience engagement
5,000 primary data points	40% conversion rate from report downloads to leads

mallowstreet Insights offers three kinds of research reports depending on your main goal and topic of interest. Each of them can be used for a targeted marketing campaign, further broadening your brand's reach and reputation in the UK institutional investor market.

PACKAGE/OPTIONS	FLASH	FULL	PARTNERSHIP
Number of questions	10	30	30
Number of respondents	20	50 - 75	75 - 100
Research deliverable	Basic report without segmentation	Comprehensive report with segmentation	Comprehensive report with segmentation
Length of research report	3 - 5 pages	20 - 30 pages	20 - 30 pages
Syndication rights on the research findings	Yes	Yes	Yes
Time to report delivery from survey launch	2 - 5 days	3 - 4 months	4 - 5 months
Price	£8,000	50 respondents: £22,500 75 respondents: £28,500	from £60,000 per year

Add-ons:

Integrated marketing campaign	Priced on request	£15,000	Already included
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TESTIMONIALS

Smooth from start to finish - I wouldn't hesitate working with mallowstreet again.- Anthony Esposito, Partners Group

Easy to work with - they listened to our ideas, but quite clearly know our market. - Catherine Gill, Newton IM

mallowstreet reports capture a diverse sample and challenge conventional thinking. - Chris Wagstaff, Independent Trustee

mallowstreet Insights reports reflect the real world of pensions, without a hidden agenda.- Nick Wheeler, Independent Trustee

mallowstreet surveys and reports provide real perspective across technical subjects.- Andrew Elliott, Inside Pensions



University Dinners

We host a number of bespoke mallowstreet University Dinners throughout the year, the most popular event format in the mallowstreet calendar. The Dinners allow the sponsor the opportunity to spend up to three hours with a select group of investment decision makers (including an independent facilitator) from UK institutional pension funds.

Delegates for these events are hand-picked and individually recruited, according to their areas of interest, in the months preceding the event. Clients will be consulted throughout the recruitment process ensuring zero wastage.

Want to try something different?

We can combine your event with a bespoke research project to give your team additional insight from the key decision makers in institutional pensions industry, which can then be discussed in more detail at the event.

Dinner details:

Subject:	Subject is chosen by the sponsor with advice from the mallowstreet team
Location:	London/Regional (sponsors office or private dining room)
Timings:	In-person 18:30 – 21:00
Attendees:	Pension fund decision makers and advisers only
No. of Attendees:	6–12
No. of Sponsors:	Exclusive
Sponsorship Cost:	£1,000 per delegate (minimum of 6, maximum of 12)



Investment Focus

These educational workshops allow trustees, pensions managers and investment consultants to keep abreast of the latest innovation across specific asset classes.

With fourteen delegates in attendance, the morning event features sponsors presenting in-rotation to two intimate groups of approximately seven delegates. Sponsors not only promote their expertise around a certain topic; they also create new and lasting connections with influential decision-makers in the industry.

Targeted approach

Delegates are hand-picked and individually recruited, according to their areas of interest, in the months preceding the event. Each of the delegates will also be asked to submit their sponsor questions in advance, with each sponsor choosing a selection to answer before the event.

Investment Focus Details:

Subject:	Each sponsor to present on a specific subject/asset class
Location:	London
Timings:	08:30 – 13:00 (inclusive of lunch)
Attendees:	Pension fund decision makers and advisers only
No. of Attendees:	14
No. of Sponsors:	4 sponsor sessions available 2 Representatives per sponsoring organisation
Cost Per Sponsor:	£8,550



Roadshows

Roadshows are designed to offer regional based members of the community access to mallowstreet events. Our Roadshows run in multiple locations across the UK and Ireland including Manchester, Edinburgh and Dublin.

These events have proved very popular with members as the mallowstreet brand has continued to expand across the country and beyond.

Roadshow Details:

Subject:	Chosen by sponsor (subject to mallowstreet approval)
Location:	Regional: Manchester, Edinburgh and Dublin
Timings:	09:00 – 13:00 (inclusive of lunch)
Attendees:	Pension fund decision makers and advisers only
No. of Attendees:	10
No. of Sponsors:	3 sponsor sessions available 2 Representatives per sponsoring organisation
Cost Per Sponsor:	£10,700



Indabas

Our Indabas* offer sponsors and delegates the opportunity to spend a full day together in a challenging yet educational environment. The day is based around a single theme with a mixture of keynote speakers (sourced from a variety of backgrounds) interspersed with multiple Investment Masterclass sessions in private presentation rooms.

**An indaba (pronounced in-dar-bah) is an important conference held by the izinDuna (principal men) of the Zulu or Xhosa people. The term comes from a Zulu language word meaning "business" or "matter".*

Indaba Details:

Subject:	Each sponsor to present a unique focus or approach on a specific subject/asset class
Location:	London
Timings:	In-person – 08:30 – 17:30 Online – 09:00 – 16:30
Attendees:	Senior trustees and investment decision makers only
No. of Attendees:	18
No. of Sponsors:	5 sponsor sessions available 2 Representative per sponsor
Investment	
Masterclass Sessions:	3–4 delegates per session
Session Duration:	40 minutes in-person
Cost Per Sponsor:	£21,550



Summits

Our flagship events, the mallowstreet Summits, offer delegates the opportunity to interact in together in a relaxed, educational environment. Designed to offer expert investment insight, as well as the opportunity to both collaborate and innovate as an industry, these events are the highlight of the annual calendar.

Strictly by invitation only (25 CIOs or equivalent) and limited to seven headline sponsors, attendees come away with strong, new relationships and a better understanding of the institutional landscape.

Unique to the Summits is the mallowstreet 'Case Study Challenge'. Delegates and sponsors alike are placed into 'study groups' well before the event. Each study group is required to do some prescribed reading and collaboration in advance of the Summit. On the final day, mallowstreet moderators will host two dedicated Case Study sessions where each group presents their findings.

Summit Details:

Subject:	Subject matter is themed around pressing industry issues
Location:	UK
Timings:	2 1/2 day in-person event (Monday – Wednesday)
Attendees:	CIOs (or equivalent) by invitation only
No. of Attendees:	25
No. of Sponsors:	7 sponsor sessions available 2 Representatives per sponsor
Investment Masterclass Sessions:	3–4 delegates in-person per session
Session Duration:	45 minutes in-person
Cost Per Sponsor:	In-person - £53,700



Congress

The Congress follows a unique format, based on the success of our flagship Summit events, that allows you to spend 2 days together with a select group of the most senior investment decision makers from UK pension funds in an intimate environment. The Congress places a particular emphasis on relationship building, with everyone staying at a delightful country house hotel. The event features a mixture of keynote speakers, investment masterclass sessions hosted by the sponsors, and networking activities in a relaxed and informal environment.

Congress Details:

- 20 delegates in attendance. Delegates will attend the Congress from Monday lunchtime – Wednesday lunchtime.
- Each delegate will attend 8 Investment Masterclass sessions over the course of the Congress.
- Four managers will attend from lunchtime on Monday – lunchtime on Tuesday. Each manager will have two representatives in attendance.
- Four managers will attend from lunchtime on Tuesday – lunchtime on Wednesday. Each manager will have two representatives in attendance.
- Each manager will host four Investment Masterclass sessions and will present to groups of 5 delegates in each session. All managers will present to all delegate over the course of the Congress.
- In addition to the Investment Masterclasses and plenary keynote sessions, each manager will have the opportunity to network with delegates at a lunch, a dinner, a breakfast, an evening team building activity, coffee and tea breaks as well as staying one night at Lainston House.
- Each manager will pay £34,950 to be a sponsor at the Congress.

Contact Details

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Media Specifications can be found online: www.mallowstreet.com/adguidelines
Need to call a member of the team, call + 44 (0)20 3972 2560 to get in touch.

mallowstreet.com