

GUIDELINE FOR STATISTICS REPORTING

For Contributors - Reference Only

<i>External Use Guidelines</i>	Quarterly Subscriber File	Monthly CIFSC File or IFIC Asset Class	Proprietary Firm Data	Monthly or Quarterly Contributor File <i>*Internal Use Only*</i>
AUM & Associated Derivations				
Market Share	☑	☑	☑	☐
Ranking: Firms	☑	☐	☐	☐
Ranking: Funds - Same Firm	☑	☐	☐	☐
Ranking: Funds - Across Firms	☐	☐	☐	☐
Non-AUM & Associated Derivations				
Market Share	☑	☑	☑	☐
Ranking: Firms	☑	☐	☐	☐
Ranking: Funds - Same Firm	☐	☐	☐	☐
Ranking: Funds - Across Firms	☐	☐	☐	☐

Onside:
Offside:

Market Share¹:

Market Share uses the firm's proprietary data compared to some industry aggregate, e.g. CIFSC. This calculation / comparison can be performed using data released both monthly and quarterly. No knowledge of competitors' data is required.

Rankings:

Any ranking requires knowledge of own firm's position relative to competition's position. Since this knowledge can only exist using Detailed Data, rankings are possible only using released Quarterly Subscriber Data.

Appropriate examples are provided on the following page.

¹ Please see section on Use & Reporting of Strategic Insight Aggregates on page 3

Appropriate Examples:

RANKING

XYZ Fund Co is ranked #3 in Net Sales according to most recent past quarter's data:

- Any rank or position relative to a peer requires knowledge of peers' position but data has become "public" information
- Reporting non-AUM data at Firm level
- Therefore, deemed ONSIDE

123 Bond Fund is ranked #3 in AUM according to most recent past quarter's data:

- Any rank or position relative to a peer requires knowledge of peers' position but data has become "public" information
- Reporting only AUM data at Fund level
- Therefore, deemed ONSIDE

MARKET SHARE

In March 2011, Fund Co XYZ reports their 123 Bond Fund is accounts for 75% of AUM in ABC CIFSC asset category, as of Feb. 2011:

- No relative comparison to a peer
- Requires release of firm's own fund-level AUM data and AUM of CIFSC asset category
- Reporting only AUM data at Fund level
- Therefore, deemed ONSIDE

USE & REPORTING OF STRATEGIC INSIGHT AGGREGATES IN EXTERNAL COMMUNICATIONS

RECOMMENDATION:

IFIC recommends that for external communications, participants use the Strategic Insight aggregates² for the computation of fund company market share statistics, rather than the [IFIC]³ or [IFIC + Estimates]⁴.

IFIC also recommends that all participants implement the use of the Strategic Insight aggregates by the December 31, 2012.

This will result in a more consistent, stable and clear statistic for external reporting purposes.

FURTHER INFORMATION:

The Strategic Insight aggregates are generated from IFIC reporting companies combined with data from companies that provide data directly to, or are estimated by, Strategic Insight. The Strategic Insight Aggregates are considered to be a more comprehensive account of the Canadian Retail Mutual Fund Industry, and so has become the dataset IFIC uses in all publicly released documents.

Strategic Insight aggregates are provided in the *Funds Administration View* of the industry, and are available on a limited historical basis as follows:

- By Broad Asset Class, Asset Class, Investment Product Type and CIFSC Category: January 2010 to Present.
- By Long-term Short-term: January 2000 to Present

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² Strategic Insight aggregates refer to the monthly data file compiled by Strategic Insight on behalf of IFIC. This is the source-data used in all of IFIC's public communications

³ [IFIC] data refers to the data set consisting of companies who report directly to IFIC

⁴ [IFIC + Estimates] data refers to the data set consisting of the companies who report directly to IFIC **and** estimates for a sample of companies