



# Refinitiv Lipper Fund Awards

## Marketing Toolkit



## Congratulations!

Your firm has won a Refinitiv Lipper Fund Award – now it's time to cement your reputation as a proven outperformer. This acclaimed industry achievement is a valuable selling point to promote your firm with wealth managers and institutions, because:

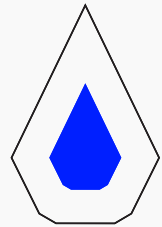
- Our renowned, independent fund data forms the foundation of the Awards program
- Our proprietary methodology balances consistency and flexibility to adapt to an ever-changing universe of funds
- Measuring risk-adjusted performance relative to peers provides the most accurate, unbiased assessment

For more than 30 years and in over 17 countries worldwide, these highly-respected awards honor funds and fund management firms that have excelled in providing consistently strong risk-adjusted performance relative to their peers.

The legacy and reputation of what these awards encapsulate can help promote your brand as a top performer in the industry.







## REFINITIV LIPPER FUND AWARDS

**2021 WINNER  
UNITED KINGDOM**

## Attract New Investors

Winning a Refinitiv Lipper Fund Award entitles you to license the official awards logo for use in marketing materials.

### What are the benefits of licensing a Refinitiv Lipper Fund Awards logo?

- It can form the foundation of a convincing marketing campaign
- You will have the ability to showcase the accolade in advertisements, websites, prospectuses and more

A Refinitiv Lipper Fund Award has the potential to help you grow fund assets and increase your firm's equity.

The merit of the winners is based on entirely objective, quantitative criteria. This coupled with the unmatched depth of fund data, results in a unique level of prestige and ensures the award has lasting value.

[ACCESS CREATIVE ASSETS >](#)

## Crystallize Your Win

What better way to celebrate and draw attention to your outstanding fund performance than with a crystal Refinitiv Lipper Fund Award for all to see? Award winners have the opportunity to purchase trophies for display in their offices around the world. They are available in three unique design variations and are individually engraved with the relevant fund information.

[VIEW AND ORDER TROPHIES >](#)

“

*A Refinitiv Lipper Award has lasting value and focuses the investment world on top-funds. They reflect a truly independent and uncompromised assessment of performance.*

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Robert Jenkins, Head of Research, Lipper

## Celebrate!

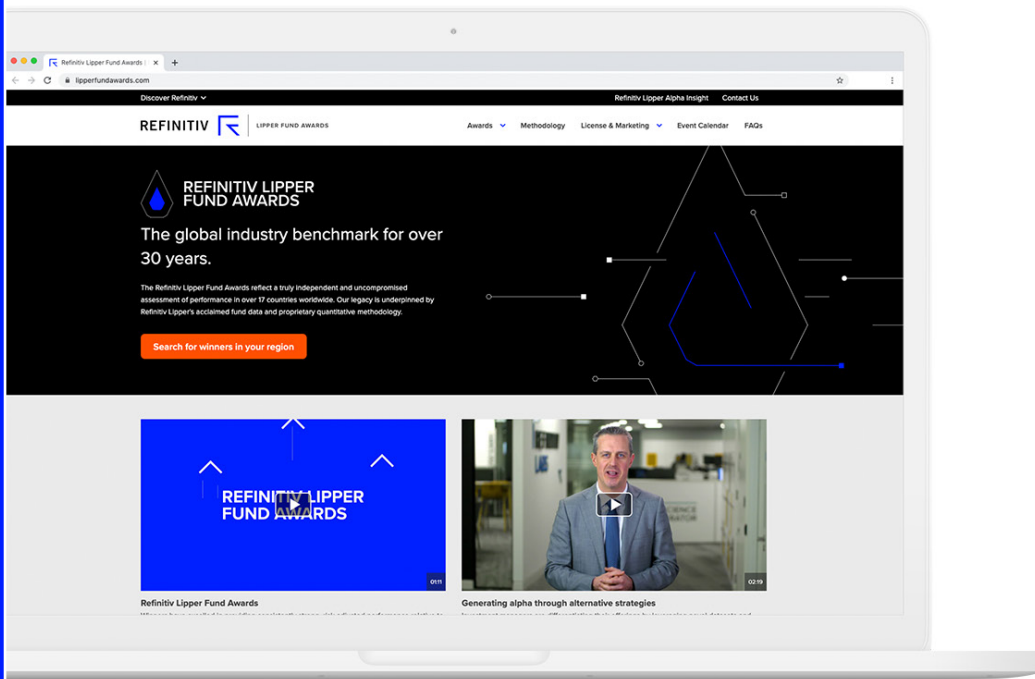
Refinitiv Lipper Fund Award winners are celebrated across three continents. Winners are generally awarded in the first half of the year, except the Canadian and Saudi Arabia Awards which take place in November.

Based on concerns around safety and in recognition of the uncertainty around COVID-19 globally, Refinitiv has taken the decision to cancel or postpone all physical in-person events previously planned, until they can be safely run once again.

We will still promote and celebrate winners out-performance virtually and share awards coverage. Access details on upcoming and on-demand Refinitiv Lipper Fund Awards online events which showcase industry leaders, discuss industry trends and fund insights in the context of global and regional fund market environments.

ATTEND AN EVENT >





## Visit Our Awards Site

Our Refinitiv Lipper Fund Awards website features:

- Official certificates for every honored fund and group award
- Comprehensive historical records that date back to 2006
- Ceremony photos and event details
- Award winners results, coverage, content and industry insights

[VISIT AWARDS SITE >](#)





## Contact

For any questions regarding the methodology or marketing opportunities, contact: [enquiries.awards@refinitiv.com](mailto:enquiries.awards@refinitiv.com)