

II Research acquisition of Asiamoney Broker Poll

Institutional Investor Research recently announced its acquisition of the *Asiamoney* Broker Poll, which concluded its final survey in August and published the results in December 2023. This acquisition marks a significant development in the collection of independent feedback for the investment banking and corporate executive team industries. The *Asiamoney* Broker Poll legacy, stretching back 35 years, combined with the Institutional Investor Survey in Asia that started in 1990 will provide a single source of qualitative data, and deliver the most exclusive and respected industry ranking in the region.

Institutional Investor Research has extended their survey methodology to include local broker data and rankings across in Asia since 2022, acknowledging the top-performing local firms and analysts in each of the 12 Asia-Pacific countries/regions, including frontier markets. The assessment criteria, which includes country research, sales, corporate access, and trading, will be used to determine the winning firms in each market. The Institutional Investor Asia survey will continue to capture regional broker data across 30 industry sectors and determining the best-in-class providers of equity services to the buy-side across Research, Sales, Corporate Access and Trading. To strengthen the engagement with participating firms, the 2025 Asia Survey will be brought forward to November 2024 and include an expanded Australia category, covering the largest equity sectors by market capitalisation.

Publication of these results will provide valuable insights for asset managers looking to allocate their research advisory budgets and trade execution within the Asia-Pacific region. The corporate executive team and investor relations data and rankings will provide valued benchmarking and peer group comparisons for the listed companies in the region.