

Glenn Schorr

212-653-9045

Glenn.Schorr@evercoreisi.com

Kaimon Chung

212-653-9019

Kaimon.Chung@evercoreisi.com

John Dunn

212-446-9455

John.Dunn@EvercoreISI.com

Eric Young

212 653 9037

eric.young@evercoreisi.com

The Most Self-Serving Research Note Ever?

The Unintended Consequences of MiFID II: P&L Payers Underperformed in 2018

Does the consume-less model mean advantage US?: MiFID II was supposed to help the end client by making sure their asset managers got value for money with their commission dollars, and it did, but potentially at a big cost. Five-plus quarters into the new world of MiFID II, we thought we'd take a look to see if any patterns around asset managers' relative investment performance have emerged. In particular, we wanted to see if the new & different payment structure landscape has spurred divergence in results at managers that had to uproot part of their business models & consume less research (MiFID didn't tell them to do that, it just happened). Our analysis took all available equity mutual funds w/ >\$100mn in AUM (3,363 funds), divided them into US-domiciled (payment through client money; 53%) and European (payment via managers' own P&Ls; 47%), then came up w/ 15 categories to measure over the course of '16-'18 to see which of the regions performed better. We did this in conjunction w/ Frost Consulting, a firm started in '07 to provide transparency & analysis of the global equity unbundled commission market.

P&L Payers Underperformed in Aggregate in 2018: Some things we saw were the number of US fund categories outperforming went up over the period with 13 of the 15 categories outperforming in '18 (up from 10 in '16), as did US funds' share of the outperformance captured (from 48% in '16 to a staggering 98%). Also, we observed that even in the spots where Europe did better, it was only by a little, as opposed to when the US beat & margins were wider (US winners outperformed by an avg of 258bps, Europe was 36bps). For sure, we know that it's early days but the numbers suggest that those that went P&L lagged in '18 after being much closer to parity before. Again, while there are likely other variables at play & it's just 1 year, if consuming/spending a handful of basis points less could actually contribute to several hundred basis points of underperformance, that would be the definition of penny-wise pound-foolish (pun intended).

In the note, we go through the observations from the data that we found the most notable, as well as our methodology & a practical, mandate-level example of how research costs can be completely dwarfed by the difference in returns.

It doesn't look like either side is changing soon: To be clear, we don't think giving a default info advantage to hedge funds & non-European investors was the motivation of regulators across the pond, but even still we may be looking at the true definition of an unintended consequence. One that may be w/ us for some time considering US regulators don't seem eager to go down the MiFID II road & move managers towards P&L. Our sense is most US managers don't appear to want to do it. For example, our read of the SEC telling SIFMA it isn't going to extend the no-action letter beyond its current expiration in July '20 is that it suggests they would rather the buy & sell-sides figure it out on their own via mkt solutions (e.g. research units as RIAs, cash accts at B/Ds, all-in mgmt fee...). That being said, it doesn't appear that the P&L payers are going to be changing back anytime soon either. When we look further down the road, this

may have them in an uncompetitive position over time w/ globally uncompetitive research budgets.

CliffsNotes of observations that stood out: (1) as MiFID II approached & was initiated, the number of US funds outperforming increased markedly & so did US funds' share of the percentage of outperformance captured; (2) those two trends were even more overwhelming on a weight-AUM basis, as larger US funds did particularly well; (3) the stuff where Europe did outperform was in areas you'd probably expect they would (ex-US small cap), but even in those places, when Europe did better it was only by a little but not vice versa (i.e. when the US came out on top it was by a lot); (4) not surprisingly, there was a wide spread between the top & bottom quartiles, but if part of the divergence is attributable to research spend that would matter a lot & could persist for a protracted period; & (5) research costs are being dwarfed by the performance variance between funds in quartiles 1 & 4.

Investing with one-arm tied behind your back?: To illustrate the picture, we looked at a \$50mn LC healthcare equities mandate to see the interplay between research cost & return (Fig 15). In '18, the spread between the averages of the 1st & 4th quartiles was quite wide, coming in at 1,620bps (+10% for the former vs -6% for the latter). Given what the market did, that translated to \$5mn of return at the top-end compared to a \$3mn loss at the other, so an \$8mn was at play. Now it's no surprise that there was a gulf in perf between the book-end quartiles, but if there is indeed a close connection between research & performance, as our data suggests, that could spell trouble for P&L payers without much benefit. For example, if we assume 6bps of research cost that's a \$30k outlay, basically a rounding error. To us, that disparity raises questions of which outcome is in the best interest of the pension beneficiaries & should the mandate be given the required tool/max probability for success?

Some notable observations included:

- (1) **As MiFID II approached & was initiated, the number of US funds outperforming increased:** While in '16 the split between investment styles that were outperforming on an average-basis still favored the US, starting in '17 & continuing in '18, each year was more to the US fund managers' side. Figs 2 & 3 show the trend going from 9 styles vs 5 in 2016 to 12 vs 2 in 2017, and then to 10 vs 5 in 2018).
- (2) **As did US funds' share of the percentage of outperformance captured:** The shift can also be seen when you look at the percentage alpha captured by US funds – it actually was even more pronounced. Figs 2 & 3 also show the US' share going from 67% in 2016 to 78% in 2017, all the way to 91% in 2018.
- (3) **And those two trends were even more overwhelming on a weighted-AUM basis, as larger US funds did particularly well:** The trends above were even more noticeable when looked at on a weighted AUM-basis. For example, the number of US outperforming funds to European ones went from 71% / 29% in '16 to 87% / 13% two years later with only two Euro fund groups getting the gold out of 15 categories. The same goes for alpha captured where the split last year was 98% to 2% (Figs 5 & 6). If the trends in Figs 8 & 9 continue, '18 would likely be looked back upon as an inflection point, potentially influenced by choices around P&L versus non-P&L payment structures.
- (4) **The stuff where Europe did outperform is in areas you'd probably expect they would (ex US small cap):** The only two European fund groups to outperform on a weighted-basis were Japan & global large-cap (Fig 7), while on an arithmetical average-basis, Europe outperformed in EM, US small-cap, Europe, global s/mid & US mid-cap (Fig 4).

- (5) **But even in those places, when Europe did better it was only by a little but not vice versa (i.e. when the US came out on top it was by a lot):** Interestingly, in the spots where the European funds outperformed it was only by a little; whereas in most areas where the US funds placed above, it was by wide margins. Of the five categories where Europe outperformed, it was by only 48bps on average, while in the 10 categories where the US did better the alpha averaged 258bps (Fig 4 on an average-basis).
- (6) **Not surprisingly, there’s a wide spread between the top & bottom quartiles, but if part of the divergence is attributable to research spend that would matter:** The spread between the 1st & 4th quartiles averaged a full 1,312bps and was greatest in healthcare, ESG, US SC & US MC & global s/mid. On the flip-side, the spread was the narrowest in Japan, EM & Europe (Fig 10-14).
- (7) **Research costs are dwarfed by the performance variance between the 1st & 4th quartile funds:** As a result one could conclude MiFID II has been a bad outcome for both asset owners & managers who should collaborate on research budgets, as both parties have a shared interest in the manager reaching its targeted-returns (Fig 16).

Methodology: In this analysis, we took all available equity MFs w/ greater than \$100mn in AUM, divided them into US-domiciled (we assumed payment through traditional means such as client commissions & checks) & Europe/cross-border-domiciled (we assumed payment via managers’ own P&L), and then matched-up categories w/ multiple managers running the same strategies from both geographies. We came up w/ five US categories that corresponded (e.g. ranging from LC growth to SC; Fig 1); seven global categories (from global equity to EM); and three sector categories (ESG, tech & HC). The resulting set of 3,363 funds produced a split of 53% domiciled domestically & 47% over in Europe w/ the mix of the almost \$6trn of AUM weighted-heavily to the US (85% vs 15%). We then measured the outperformance of each categories’ fund grouping over ‘16-‘18 to see which of the regions came out on top.

Figure 1. 2018 MiFID II Fund Performance Data Monitor: (1) 3,363 mutual funds with greater-than \$100mn in assets (a 53% versus 47% split), comprising \$5.8trn of AUM (with a wider 85% to 15% distribution); (2) includes five US strategy categories, seven global categories & three sector categories with multiple managers running the strategy from both geographies; and (3) a split between client money payment and P&L

Key Potential Variable:	Research funding methodology and quantum (Europe: P&L - US: Client Money)																				
Category Rationale:	Categories with multiple managers running the strategy from both geographies. Minimum Fund AUM \$100 Million																				
Initial Equity Categories:	<table border="1"> <tr><th>US</th></tr> <tr><td>Small Cap</td></tr> <tr><td>Mid Cap</td></tr> <tr><td>Large Cap</td></tr> <tr><td>Large Cap Growth</td></tr> <tr><td>US - All</td></tr> </table>	US	Small Cap	Mid Cap	Large Cap	Large Cap Growth	US - All	<table border="1"> <tr><th>Global</th></tr> <tr><td>Glob. Large Cap</td></tr> <tr><td>Glob. Small/Mid-Cap</td></tr> <tr><td>Global All</td></tr> <tr><td>Europe</td></tr> <tr><td>Asia</td></tr> <tr><td>Japan</td></tr> <tr><td>Emerging Markets</td></tr> </table>	Global	Glob. Large Cap	Glob. Small/Mid-Cap	Global All	Europe	Asia	Japan	Emerging Markets	<table border="1"> <tr><th>Sectors</th></tr> <tr><td>ESG/SRI</td></tr> <tr><td>Technology</td></tr> <tr><td>Healthcare</td></tr> </table>	Sectors	ESG/SRI	Technology	Healthcare
US																					
Small Cap																					
Mid Cap																					
Large Cap																					
Large Cap Growth																					
US - All																					
Global																					
Glob. Large Cap																					
Glob. Small/Mid-Cap																					
Global All																					
Europe																					
Asia																					
Japan																					
Emerging Markets																					
Sectors																					
ESG/SRI																					
Technology																					
Healthcare																					
	2016	2017	2018																		
Equity Categories	14	14	15																		
Funds: US	1,654	1,667	1,797																		
Europe	1,439	1,454	1,566																		
Total	3,093	3,121	3,363																		
AUM (\$ Millions): US	4,189,375	4,293,830	4,949,043																		
Europe	593,802	759,768	830,558																		
Total	4,783,177	5,053,598	5,779,601																		

Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI Research

Figure 2. Sector average outperformance (# of sectors & % captured)

Sector Summary	2016	2017	2018
US Outperforms #	9	12	10
%	64.3	85.7	66.7
Europe Outperforms #	5	2	5
%	35.7	14.3	33.3
% Outperformance Captured			
US	66.60	77.87	90.85
Europe	33.40	22.13	9.15

Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI Research

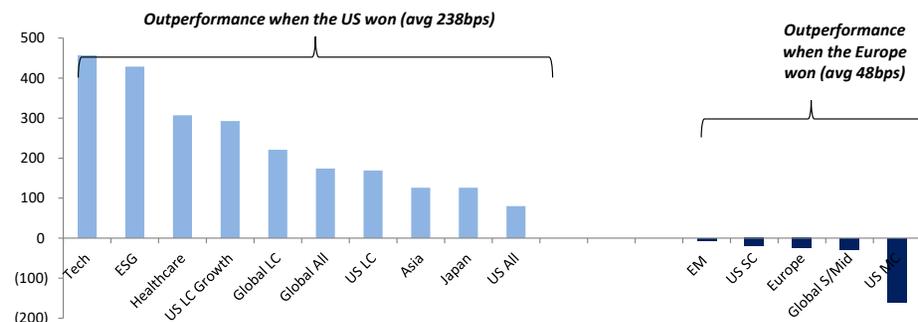
Figure 3. 2018 average performance (who did it better?)

Equity Category	# of Funds in 2018	2016 Outperformance (bps)	2017 Outperformance (bps)	2018 Outperformance (bps)
Tech	36	408	514	457
ESG	95	---	---	429
Healthcare	363	(444)	99	307
US LC Growth	266	(37)	253	293
Global LC	142	257	102	221
Global All	163	252	161	174
US LC	715	157	182	169
Asia	142	(142)	69	126
Japan	591	591	593	126
US All	1271	235	97	80
EM	132	30	80	(6)
US SC	319	289	(323)	(20)
Europe	13	(510)	(370)	(25)
Global S/Mid	20	285	21	(28)
US MC	237	(123)	267	(161)

Note: Europe Funds outperforming in shaded boxes

Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI Research

Figure 4. Magnitude of average outperformance & skew of frequency (US vs Europe)



Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI Research

Figure 5. AUM weighted sector outperformance (# of sectors & % captured)

Sector Summary	2016	2017	2018
US Outperforms #	10	9	13
%	71.4	64.3	86.7
Europe Outperforms #	4	5	2
%	28.6	35.7	13.3
% Outperformance Captured			
US	48.16	66.96	97.79
Europe	51.84	33.04	2.21

Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI Research

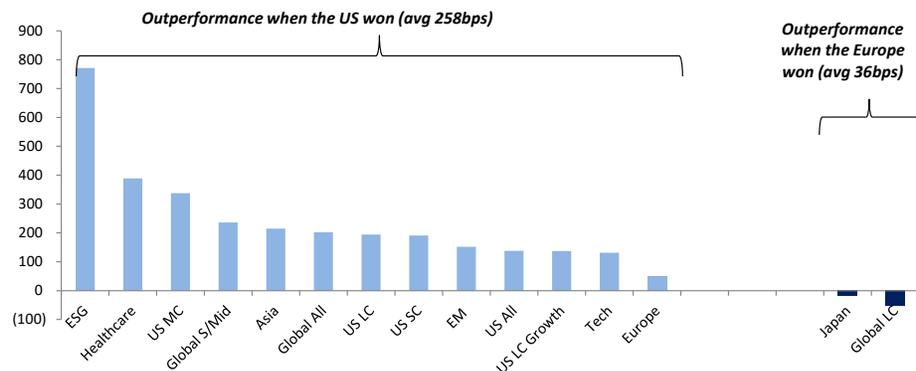
Figure 6. 2018 AUM weighted performance

Equity Category	# of Funds in 2018	2016 Outperformance (bps)	2017 Outperformance (bps)	2018 Outperformance (bps)
ESG	95	---	---	771
Healthcare	363	(363)	271	389
US MC	237	(532)	363	338
Global S/Mid	20	250	186	236
Asia	142	(284)	269	215
Global All	163	158	(209)	202
US LC	715	207	227	194
US SC	319	156	(211)	191
EM	132	28	(41)	152
US All	1271	241	144	138
US LC Growth	266	104	254	137
Tech	36	193	63	131
Europe	13	(657)	(463)	48
Japan	591	197	290	(19)
Global LC	142	172	(96)	(52)

Note: Europe Funds outperforming in shaded boxes

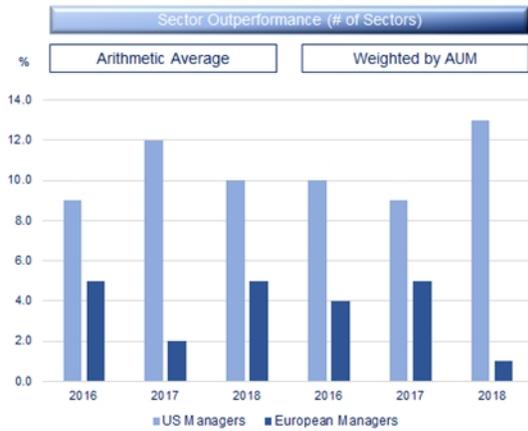
Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI Research

Figure 7. Magnitude of AUM weighted outperformance (US vs Europe)



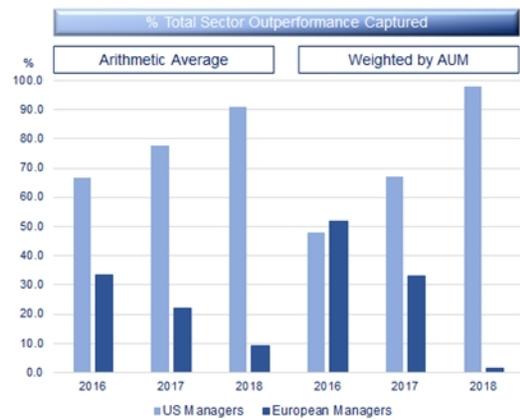
Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI Research

Figure 8. Historical number of sectors outperformance comparison



Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI

Figure 9. Historical percentage outperformance captured comparison



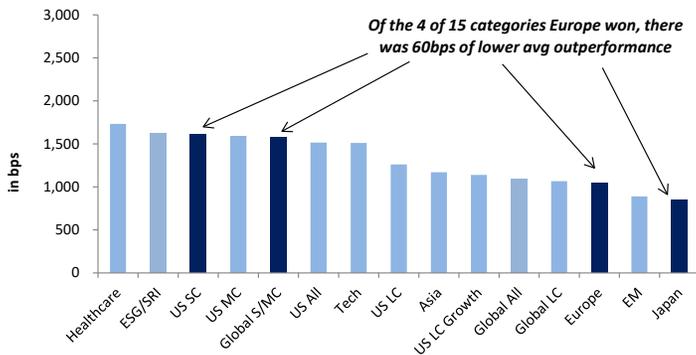
Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI

Figure 10. Difference between the averages of the 1st & 4th quartiles

Equity Category	# of Funds in 2018	Difference btwn the Avg of 1st - 4th Quartiles (bps)
Healthcare	363	1,731
Global S/Mid	20	1,575
US SC	319	1,613
US MC	237	1,592
ESG	95	1,622
Tech	36	1,511
US All	1,271	1,516
US LC	715	1,261
Global All	163	1,098
US LC Growth	266	1,140
Europe	13	1,044
Global LC	142	1,067
Asia	142	1,170
EM	132	889
Japan	591	852
Average		1,312

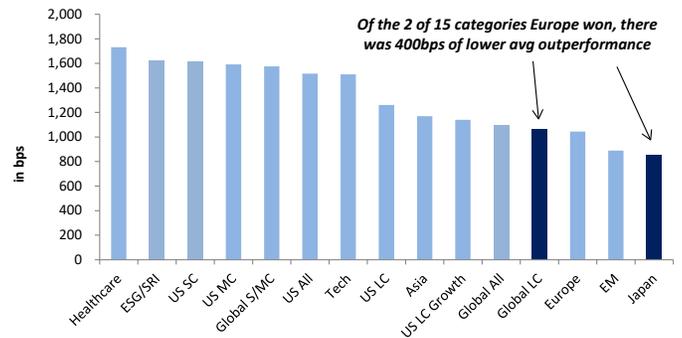
Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI

Figure 11. Difference between the averages of the 1st & 4th quartiles, ranked on an average-basis



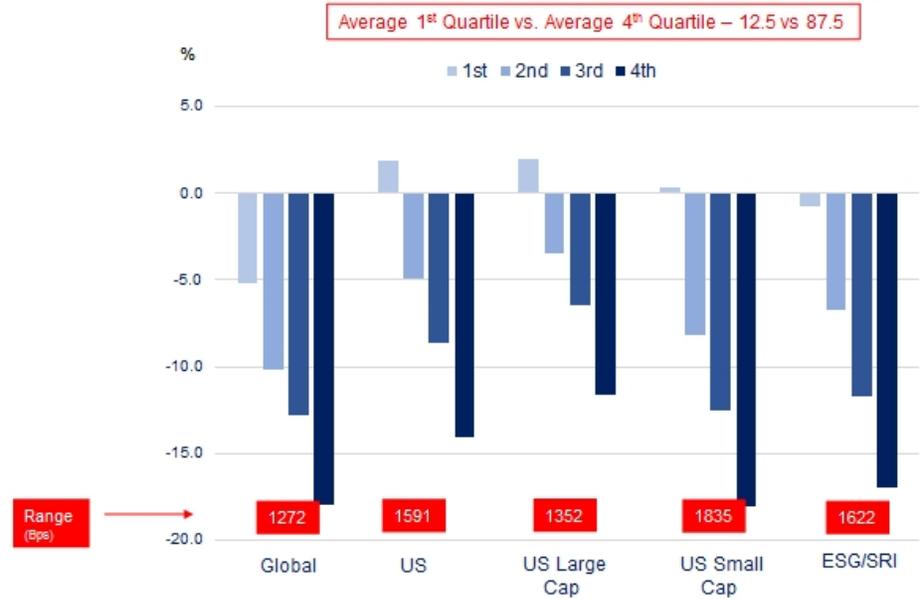
Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI

Figure 12. Difference between the averages of the 1st & 4th quartiles, ranked on an AUM-basis



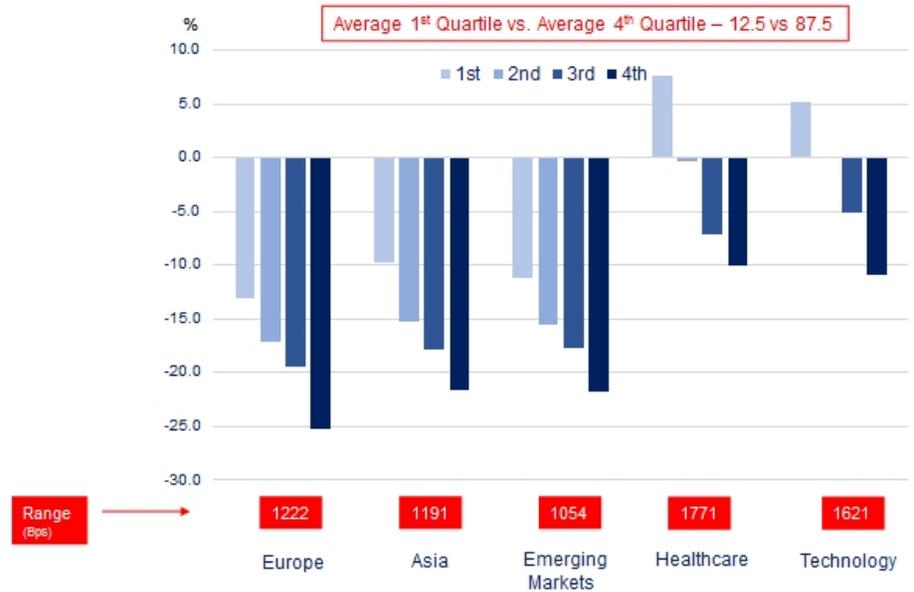
Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI

Figure 13. 2018 performance quartiles for global, US, US LC, US SC & ESG



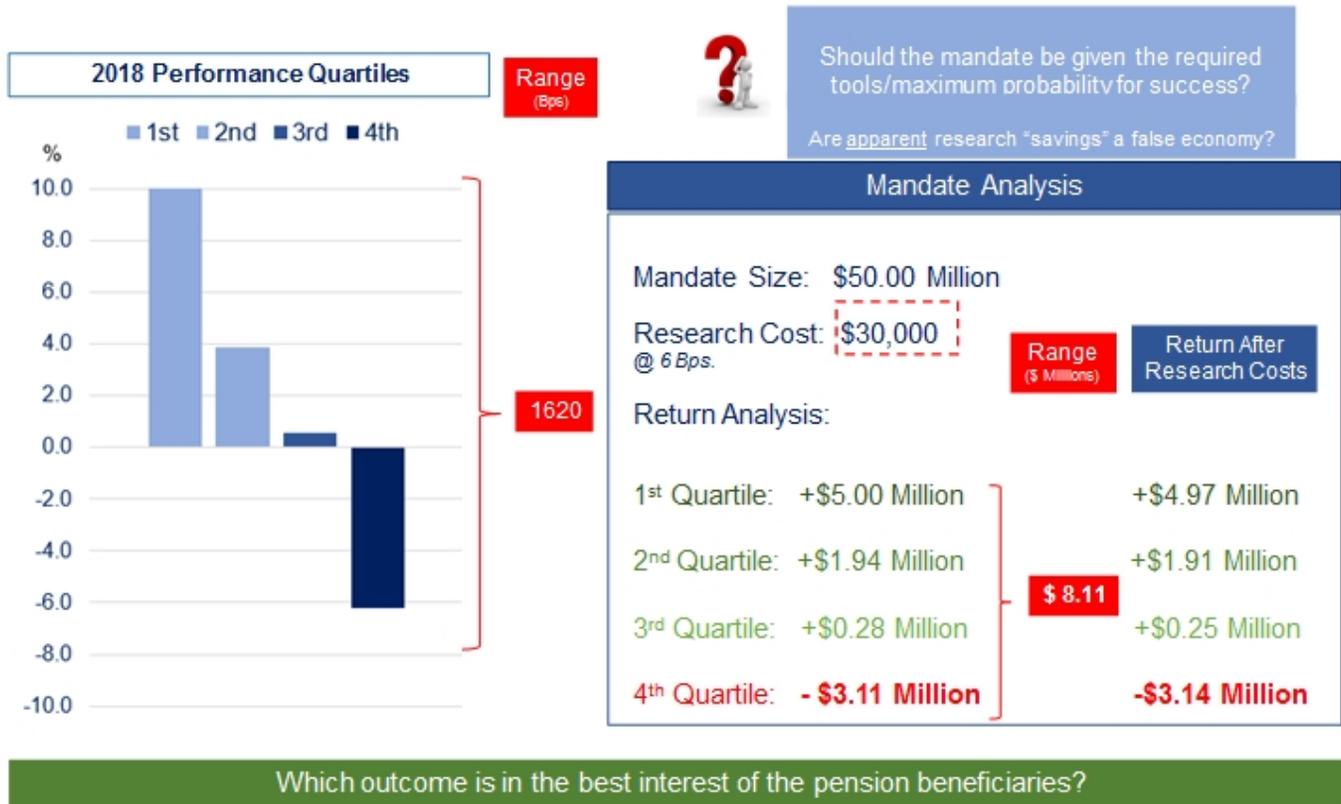
Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI Research

Figure 14. 2018 performance quartiles for Europe, Asia, EM, healthcare & tech



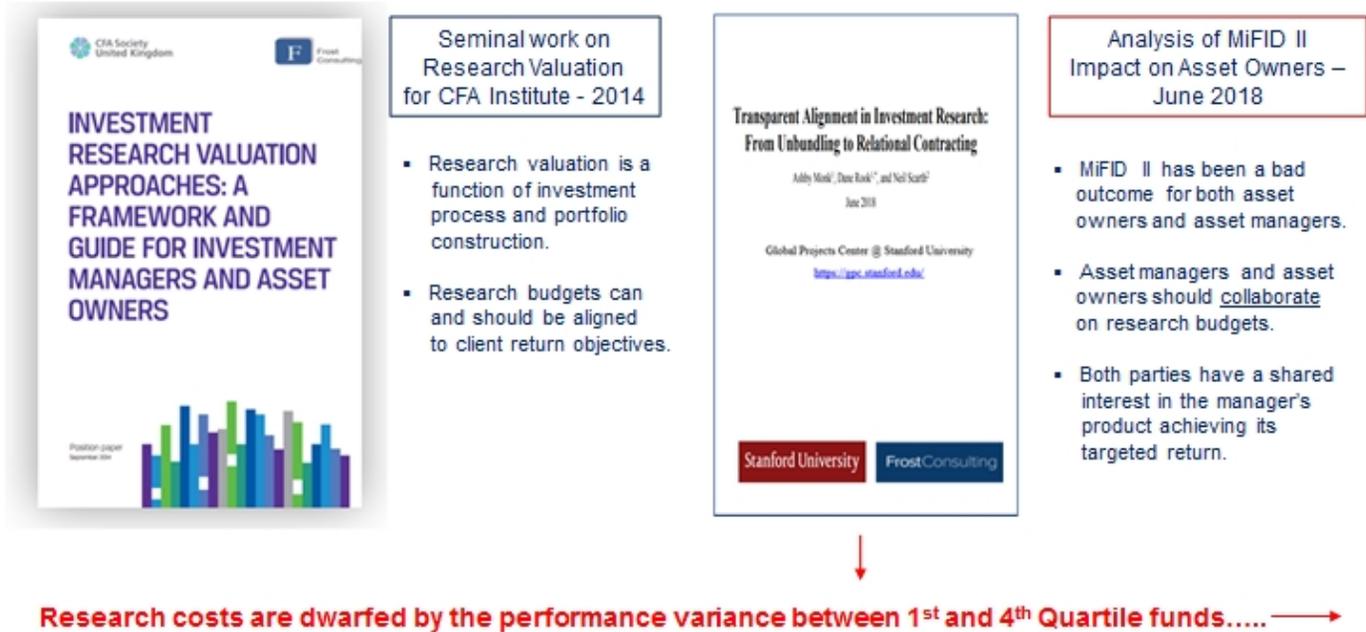
Source: Frost Consulting, Strategic Insight Simfunds, Evercore ISI Research

Figure 15. Focus on Large-Cap Healthcare Equities



Source: Frost Consulting, Evercore ISI Research

Figure 16. Perspectives on research spending



Source: Frost Consulting, Evercore ISI Research

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Rating Suspended	9	1	Rating Suspended	6	67

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