FUND SELECTOR ASIA

HOUSE AWARDS 2027

HONG KONG MALAYSIA PHILIPPINES
SINGAPORE THAILAND

House Awards Submission Guide

DEADLINE: 11 DECEMBER 2026

FUND SELECTOR ASIA

HOUSE AWARDS 2027

Thank you for your interest in entering the Fund Selector Asia House Awards 2027.

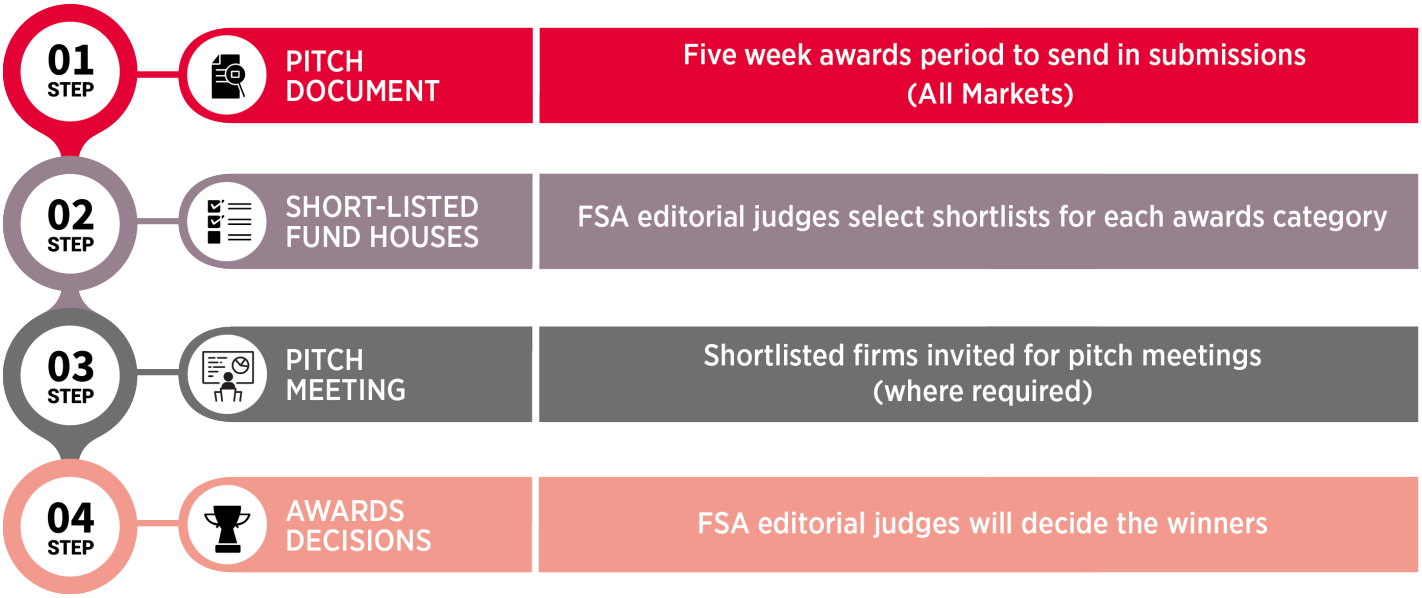
This document is a guide for your pitch with category specific questions to consider. While there is no word count per question, we ask that your pitch is concise and no longer than 5,000 words in total.

Please send your pitch in a word/pdf format along with your entry form to rupert.walker@markallengroup.com.

Winners will be announced in early February 2027.

Good luck, we look forward to receiving your entries.

METHODOLOGY



Category	Hong Kong	Malaysia	Philippines	Singapore	Thailand
Asset Manager of the Year ***(Pg 3)***	√			√	
Domestic Asset Manager of the Year ***(Pg 4)***		√	√		√
Excellence in Innovation ***(Pg 5)***	√	√	√	√	√
Excellence in Service ***(Pg 5)***	√	√	√	√	√
Excellence in ESG ***(Pg 7)***	√			√	√
Equity House of the Year ***(Pg 8)***	√	√		√	√
Fixed Income House of the Year ***(Pg 9)***	√	√		√	√
Multi-Asset House of the Year ***(Pg 10)***	√			√	
Alternatives House of the Year ***(Pg 11)***	√			√	
ETF House of the Year ***(Pg 12)***	√			√	

ASSET MANAGER OF THE YEAR

***HONG KONG & SINGAPORE ONLY**

1. Which asset classes do you have a competitive advantage over rivals?

    1.1 Size of team and support for portfolio managers.

    1.2 Evidence of outperformance against benchmark and peers.

    1.3 Agency ratings (e.g. Morningstar, FE Fundinfo).

    1.4 Total AUM and how many types of strategies you manage.

    1.5 Highlight any new product launches during the year.

2. What makes your investment processes different from other managers?

3. How do you make sure that a particular investment process is replicable, regardless of who is leading a particular fund? Do you make sure that there is no one-person risk in a strategy?

4. What are your plans to strengthen your investment team?

5. Additional information you may wish to add.

DOMESTIC ASSET MANAGER OF THE YEAR

***THAILAND, MALAYSIA, PHILIPPINES ONLY**

1. Which asset classes do you have a competitive advantage over rivals?

1.1 Size of team and support for portfolio managers.

1.2 Evidence of outperformance against benchmark and peers.

1.3 Agency ratings (e.g. Morningstar, FE Fundinfo).

1.4 Total AUM and how many types of strategies you manage.

1.5 Highlight any new product launches during the year.

2. What makes your investment processes different from other managers?

3. How do you make sure that a particular investment process is replicable, regardless of who is leading a particular fund? Do you make sure that there is no one-person risk in a strategy?

4. What are your plans to strengthen your investment team?

5. Additional information you may wish to add.

EXCELLENCE IN INNOVATION

***ALL LOCATIONS**

1. Highlight examples of innovative products and/or services during the year.

2. What are your key considerations when launching a new product? Which was the latest innovative product you have launched and how did investors respond to that?

3. Do you consult with external advisers/consultants when forming a new product?

4. How do you embed the culture of innovation within your firm?

EXCELLENCE IN SERVICE

***ALL LOCATIONS**

1. How big is your team in Asia dedicated to servicing clients in the region?

2. How often do you liaise with clients? How do you communicate with them?

3. What is the turnaround time when answering simple questions from fund selectors?

4. What makes your service stand out from other firms?

EXCELLENCE IN ESG

***HONG KONG, SINGAPORE & THAILAND ONLY**

1. Have you integrated ESG factors/processes in many of the strategies that you offer? Around how much % of your total AUM have you integrated ESG factors/processes?

2. What ESG funds did you launch during the year?

3. Do you have a dedicated ESG team to make sure that strategies adopt ESG factors/processes?

4. How do you make sure that your products are not guilty of "greenwashing" or "impact washing"?

5. How were you able to influence a company to improve their ESG compliance?

6. Do you have initiatives on educating investors (including institutions and distributors) about ESG? Do you have existing partnerships with distributors in Asia to help them develop ESG/ sustainable solutions?

EQUITY HOUSE OF THE YEAR

***HONG KONG, SINGAPORE, MALAYSIA & THAILAND ONLY**

1. Which sub-asset class(es) within the equity space do you believe you have a competitive advantage over rivals?

1.1 Size of team and support for portfolio managers.

1.2 Evidence of outperformance against benchmark and peers.

1.3 Agency ratings (e.g. Morningstar, FE Fundinfo)

1.4 Total AUM of that asset class and how many types of strategies you manage for that asset class.

1.5 Highlight any new product launches during the year.

2. What makes your investment processes different from other managers?

3. How do you make sure that a particular investment process is replicable, regardless of who is leading a particular fund? Do you make sure that there is no one-person risk in a strategy?

4. What are your plans to strengthen your investment team?

5. Additional information you may wish to add.

FIXED INCOME HOUSE OF THE YEAR

***HONG KONG, SINGAPORE, MALAYSIA & THAILAND ONLY**

1. Which asset class(es) within the fixed income space do you believe you have a competitive advantage over rivals?

1.1 Size of team and support for portfolio managers.

1.2 Evidence of outperformance against benchmark and peers.

1.3 Agency ratings (e.g. Morningstar, FE Fundinfo)

1.4 Total AUM of that asset class and how many types of strategies you manage for that asset class.

1.5 Highlight any new product launches during the year.

2. What makes your investment processes different from other managers?

3. How do you make sure that a particular investment process is replicable, regardless of who is leading a particular fund? Do you make sure that there is no one-person risk in a strategy?

4. What are your plans to strengthen your investment team?

5. Additional information you may wish to add.

MULTI-ASSET HOUSE OF THE YEAR

***HONG KONG & SINGAPORE ONLY**

1. Which asset class(es) within the multi-asset space do you believe you have a competitive advantage over rivals?

1.1 Size of team and support for portfolio managers.

1.2 Evidence of outperformance against benchmark and peers.

1.3 Agency ratings (e.g. Morningstar, FE Fundinfo)

1.4 Total AUM of that asset class and how many types of strategies you manage for that asset class.

1.5 Highlight any new product launches during the years.

2. What makes your investment processes different from other managers?

3. How do you make sure that a particular investment process is replicable, regardless of who is leading a particular fund? Do you make sure that there is no one-person risk in a strategy?

5. What are your plans to strengthen your investment team?

6. Additional information you may wish to add.

ALTERNATIVES HOUSE OF THE YEAR

***HONG KONG & SINGAPORE ONLY**

1. Which alternatives strategies do you have a competitive advantage over rivals?

    1.1 Size of team and support for portfolio managers.

    1.2 Evidence of outperformance against benchmark and peers.

    1.3 Agency ratings (e.g. Morningstar, FE Fundinfo).

    1.4 Total AUM of those alternatives strategies and how many types of strategies you manage for that asset class.

    1.5 Highlight any new product launches during the year.

2. What makes your investment processes different from other managers?

3. How do you make sure that a particular investment process is replicable, regardless of who is leading a particular fund?

4. What are your plans to strengthen your alternatives investment team?

5. Additional information you may wish to add.

ETF HOUSE OF THE YEAR

***HONG KONG & SINGAPORE ONLY

1. Which asset classes do you have a competitive advantage over rivals?

1.1 Size of team and support for managers.

1.2 Evidence of superiority versus peers.

1.3 Agency ratings (e.g. Morningstar, FE Fundinfo).

1.4 Total AUM and how many types of strategies you manage.

1.5 Highlight any new product launches during the year.

2. What makes your ETFs different from those of other managers?

3. How do you make sure that your process is reliable, that risks are managed and liquidity is maintained?

4. What are your plans to strengthen your investment team?

5. What are your plans to expand your product offerings?

6. Additional information you may wish to add.

FUND SELECTOR ASIA
HOUSE AWARDS 2027



Rupert Walker, CFA
Editor, Asia
+852 3695 5159
rupert.walker@markallengroup.com