

Living Ratings: The brand and digital intelligence
of the world's leading asset managers 2024



BUILDING
BRAND
BUILDING
REPUTATION

Living 

Living[®]

Our 2024
'Top 20'


BUILDING
BRAND
BUILDING
REPUTATION

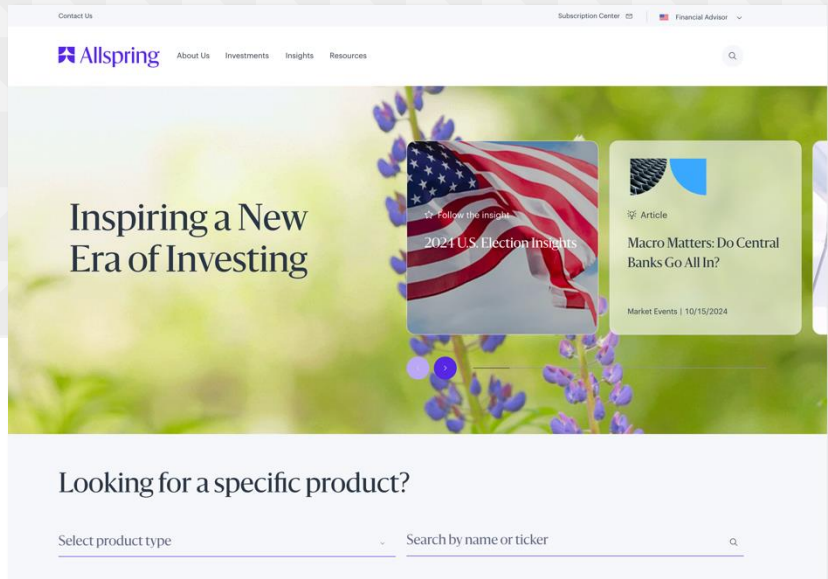
Private & Confidential

© 2024 Living Group

Living Ratings 2024 rankings: 20th to 17th



20th
Score: 60.54% 
 2023: 43rd




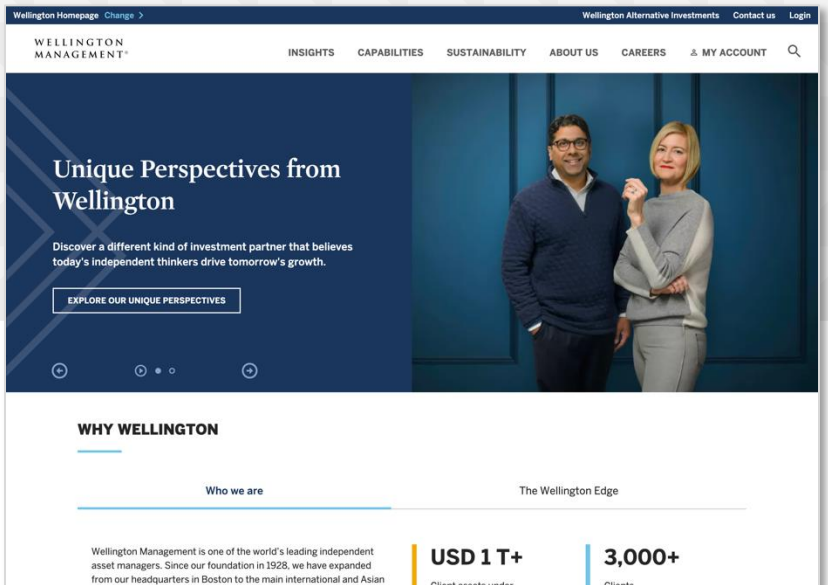
Allspring

19th
Score: 60.62% 
 2023: 14th




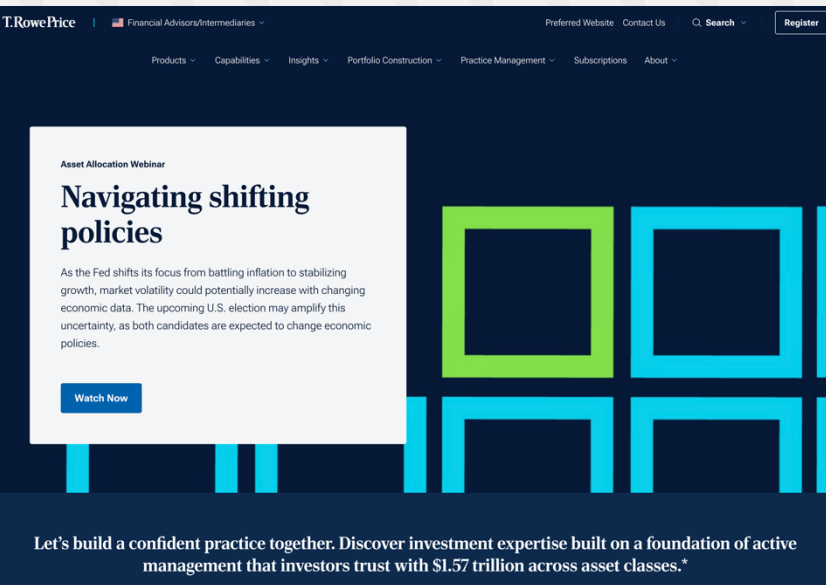
ROBECO

18th
Score: 61.23% 
 2023: 10th



WELLINGTON MANAGEMENT[®]


17th
Score: 61.92% 
 2023: 49th

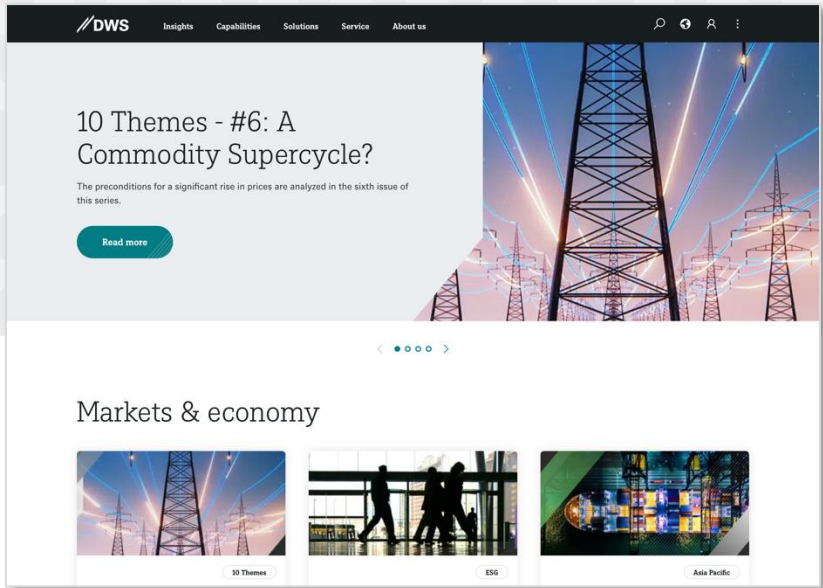


T.Rowe Price


Living Ratings 2024 rankings: 16th to 13th

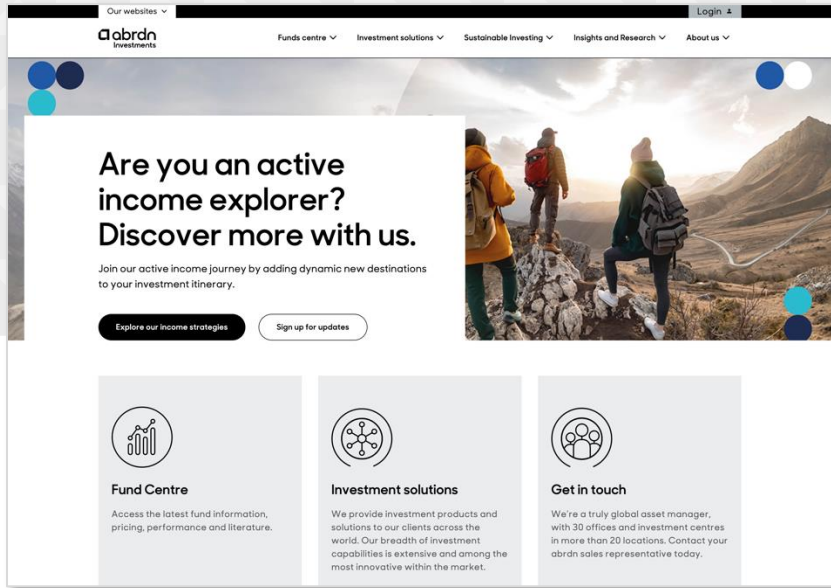


16th
Score: 62.38% 
 2023: 15th




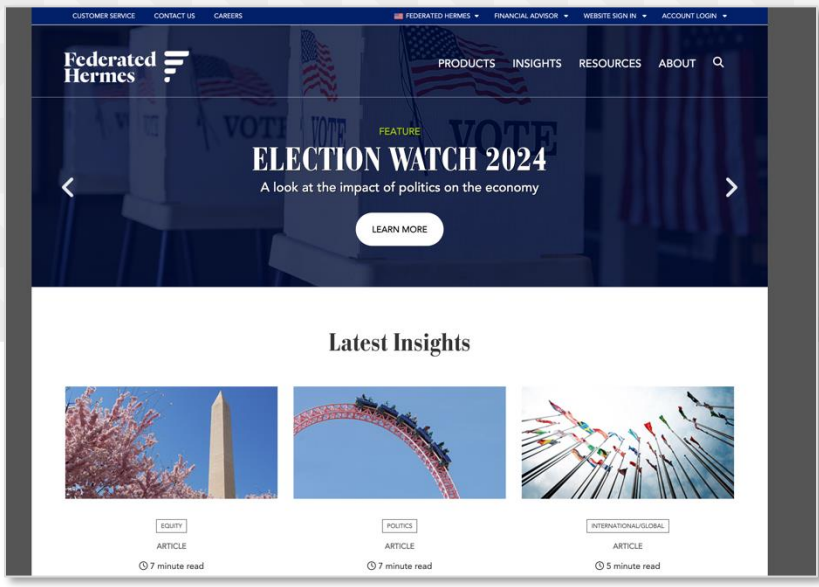
DWS

15th
Score: 64.31% 
 2023: 19th




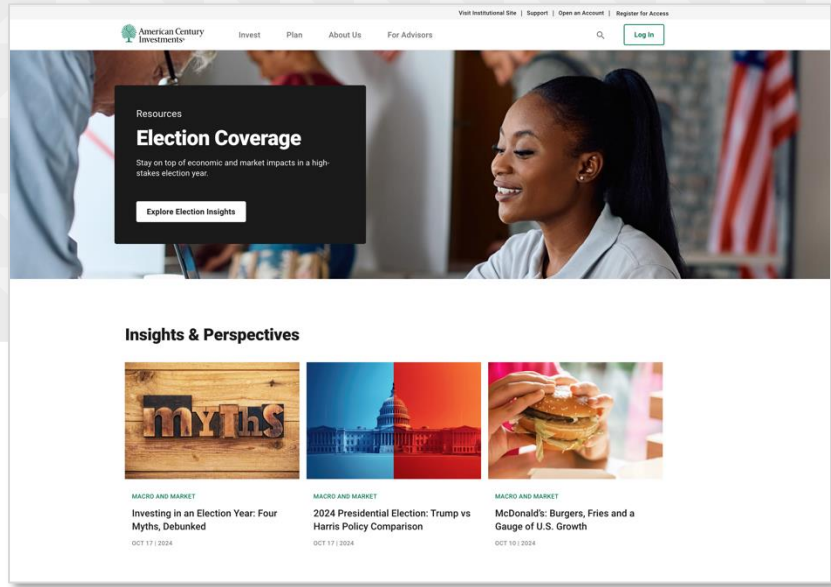
abrdn

14th
Score: 65.54% 
 2023: 32nd



Federated Hermes

13th
Score: 66.54% 
 2023: 10th



American Century Investments®

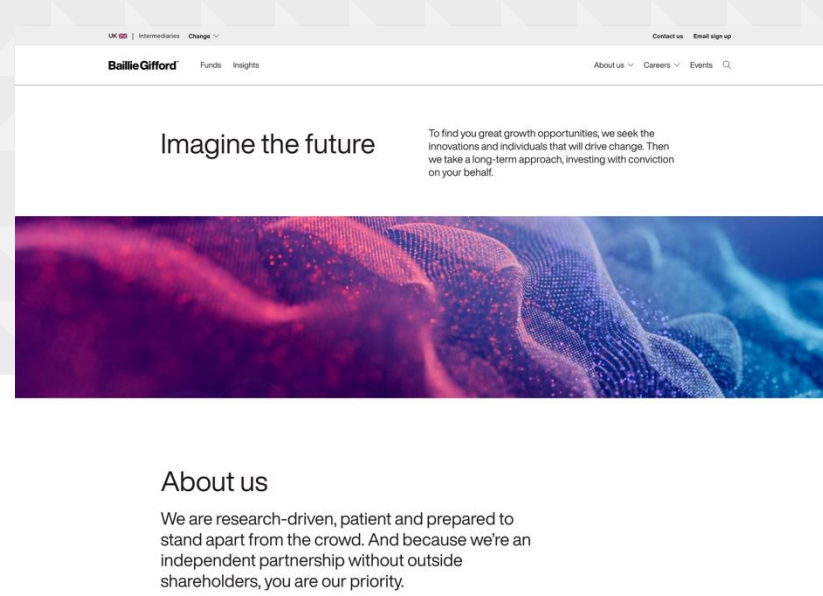
Living Ratings 2024 rankings: 12th to 9th



12th

Score: 67.23%

2023: 35th

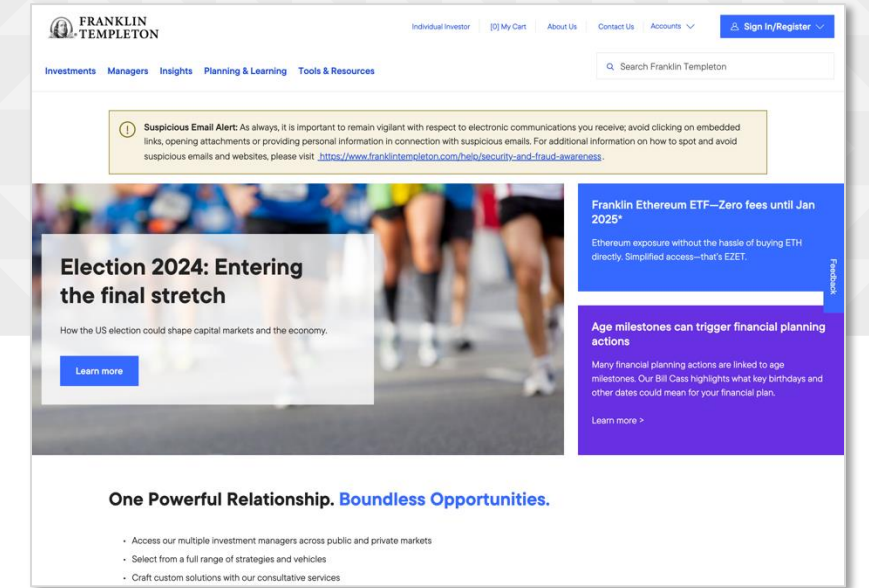


Baillie GiffordTM

11th

Score: 67.69%

2023: 17th

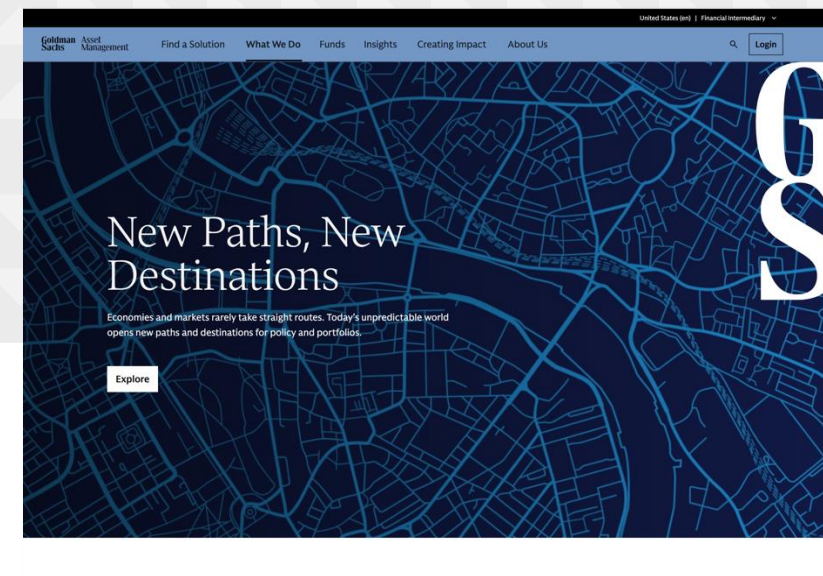



FRANKLIN TEMPLETON
INVESTMENTS

10th

Score: 68.92%

2023: 40th

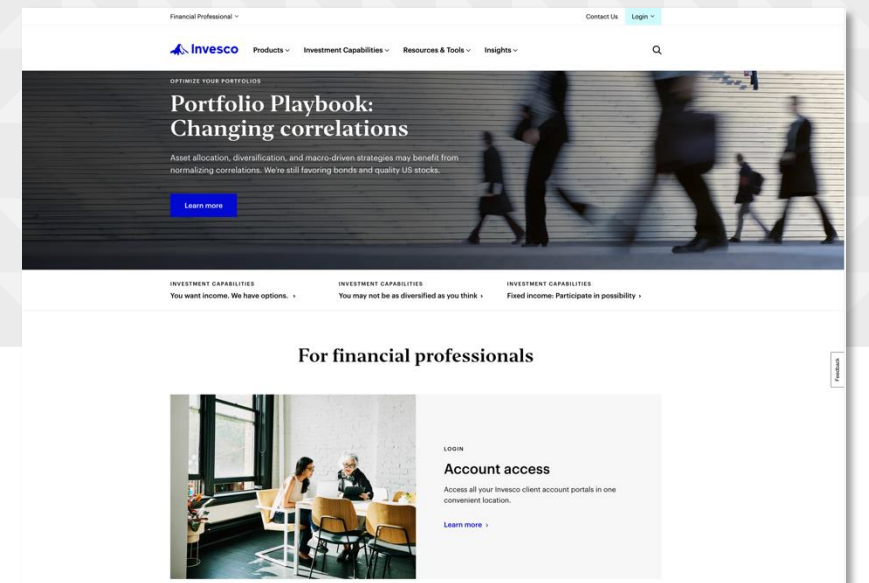


Goldman Sachs Asset Management

9th

Score: 69.85%

2023: 26th



 **Invesco**

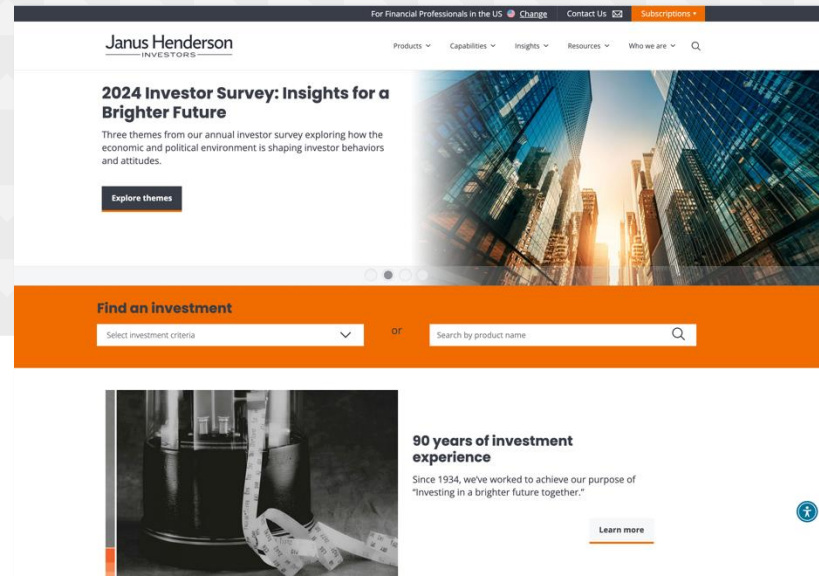
Living Ratings 2024 rankings: 8th to 5th



8th

Score: 73.46%

2023: 5th



Janus Henderson
GROUP PLC

7th

Score: 73.69%

2023: 7th

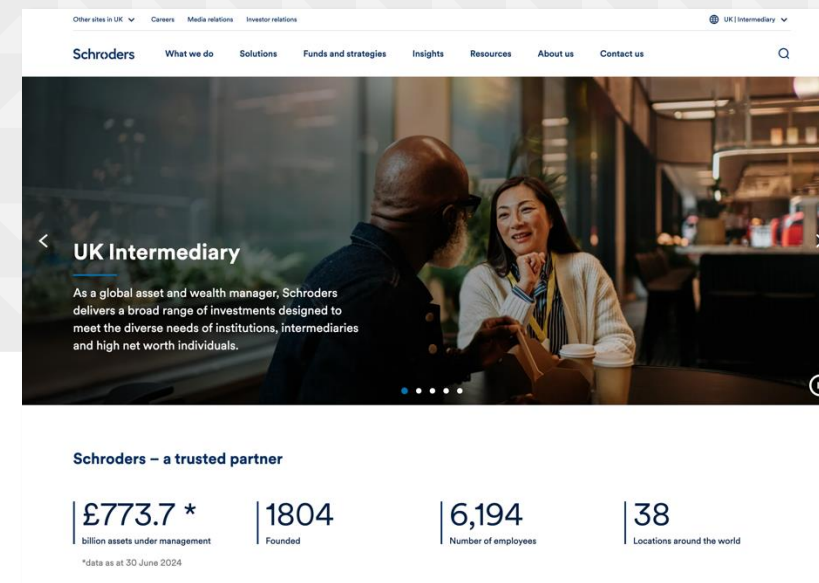


CAPITAL
GROUP®

6th

Score: 75.31%

2023: 3rd

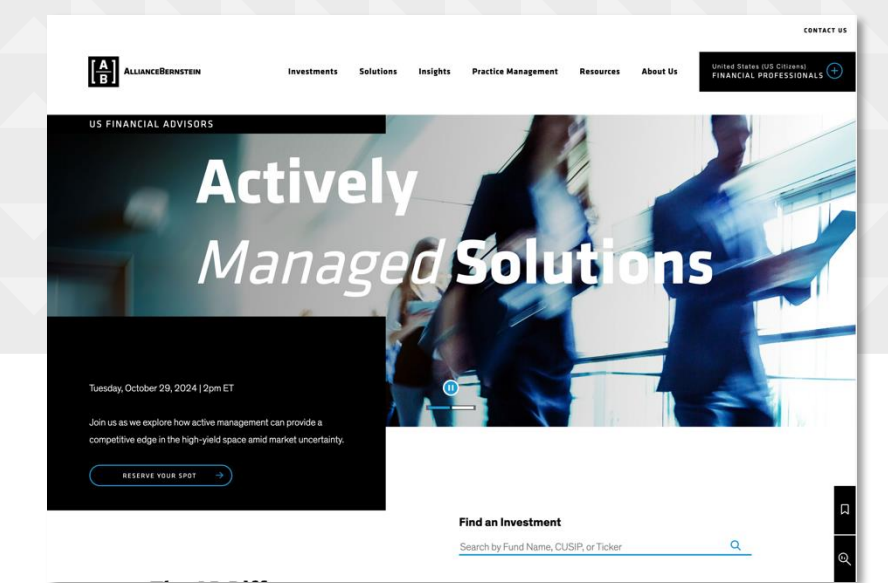


Schroders

5th

Score: 75.92%

2023: 8th

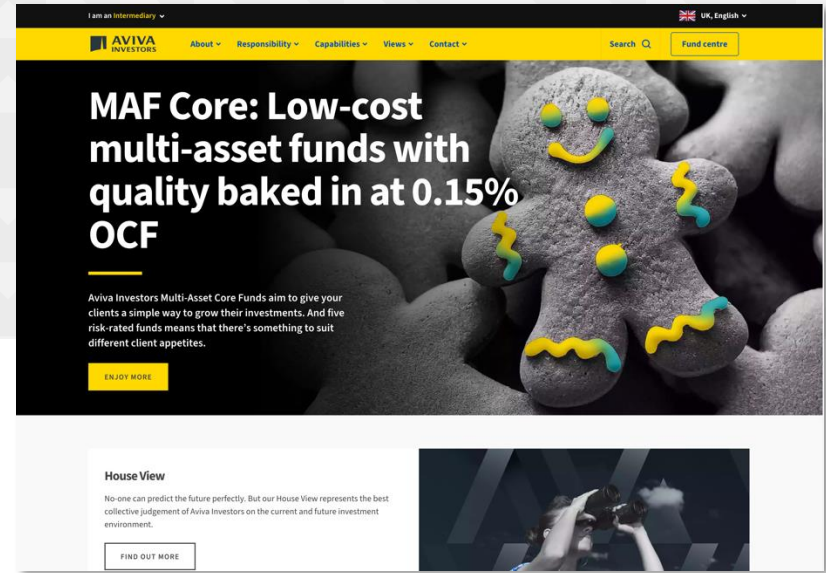



[A/B] ALLIANCEBERNSTEIN®

Living Ratings 2024 rankings: 4th to 2nd

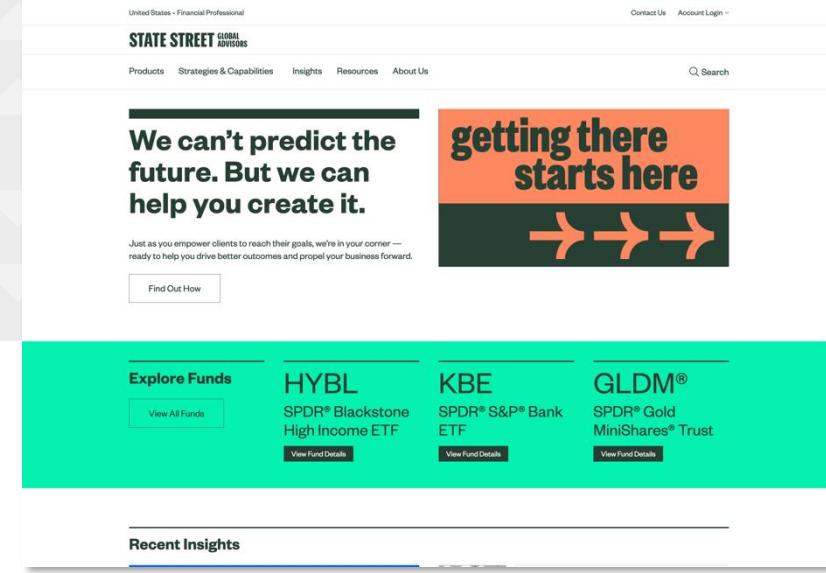



4th
Score: 76.38%
2023: 2nd



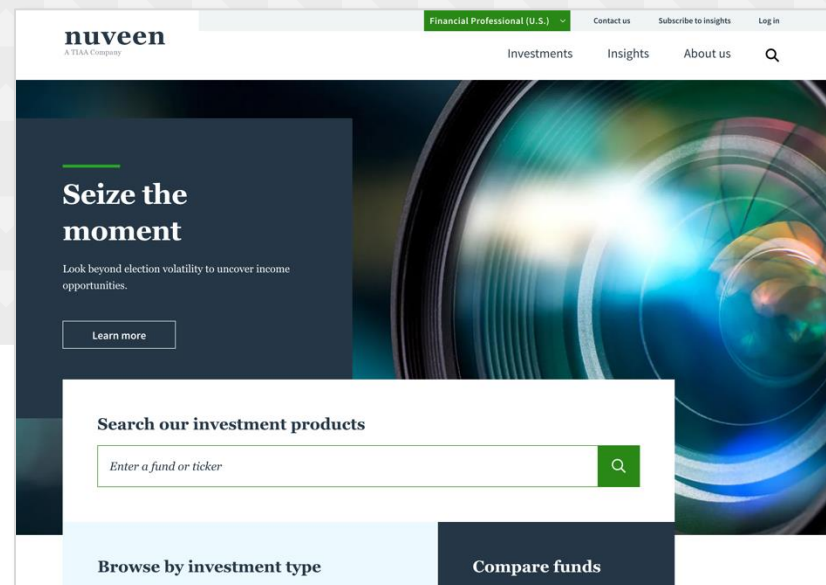

AVIVA INVESTORS

3rd
Score: 76.54%
2023: 6th



STATE STREET GLOBAL ADVISORS

2nd
Score: 78.92%
2023: 4th



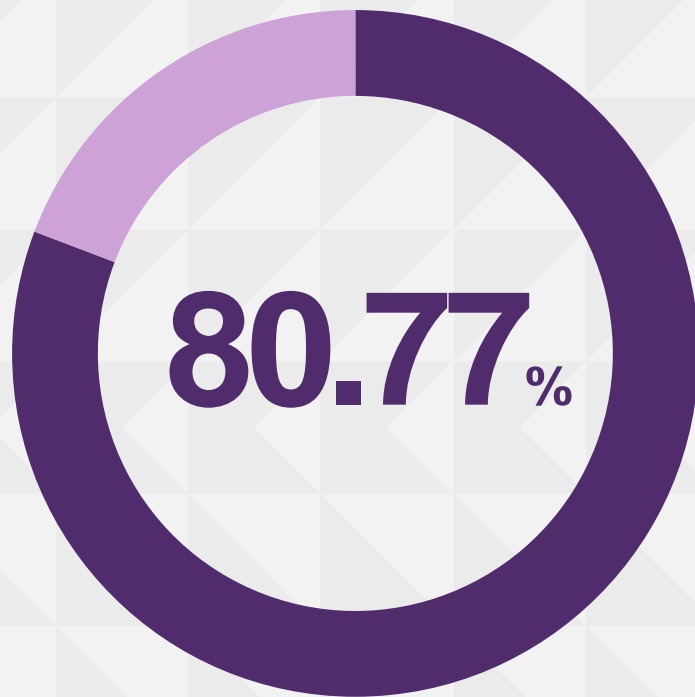
nuveen

And our **2024** brand and digital intelligence leader is...

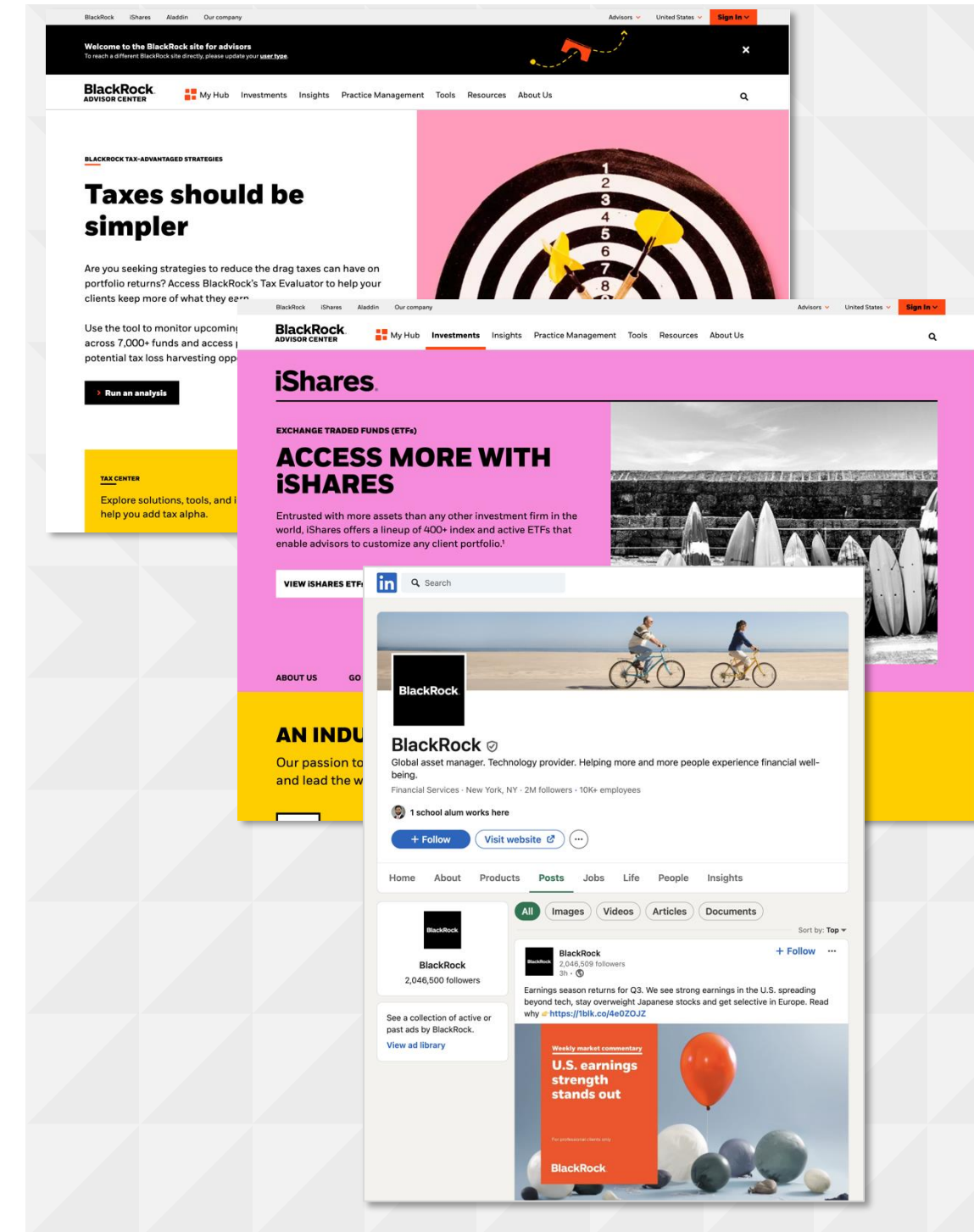
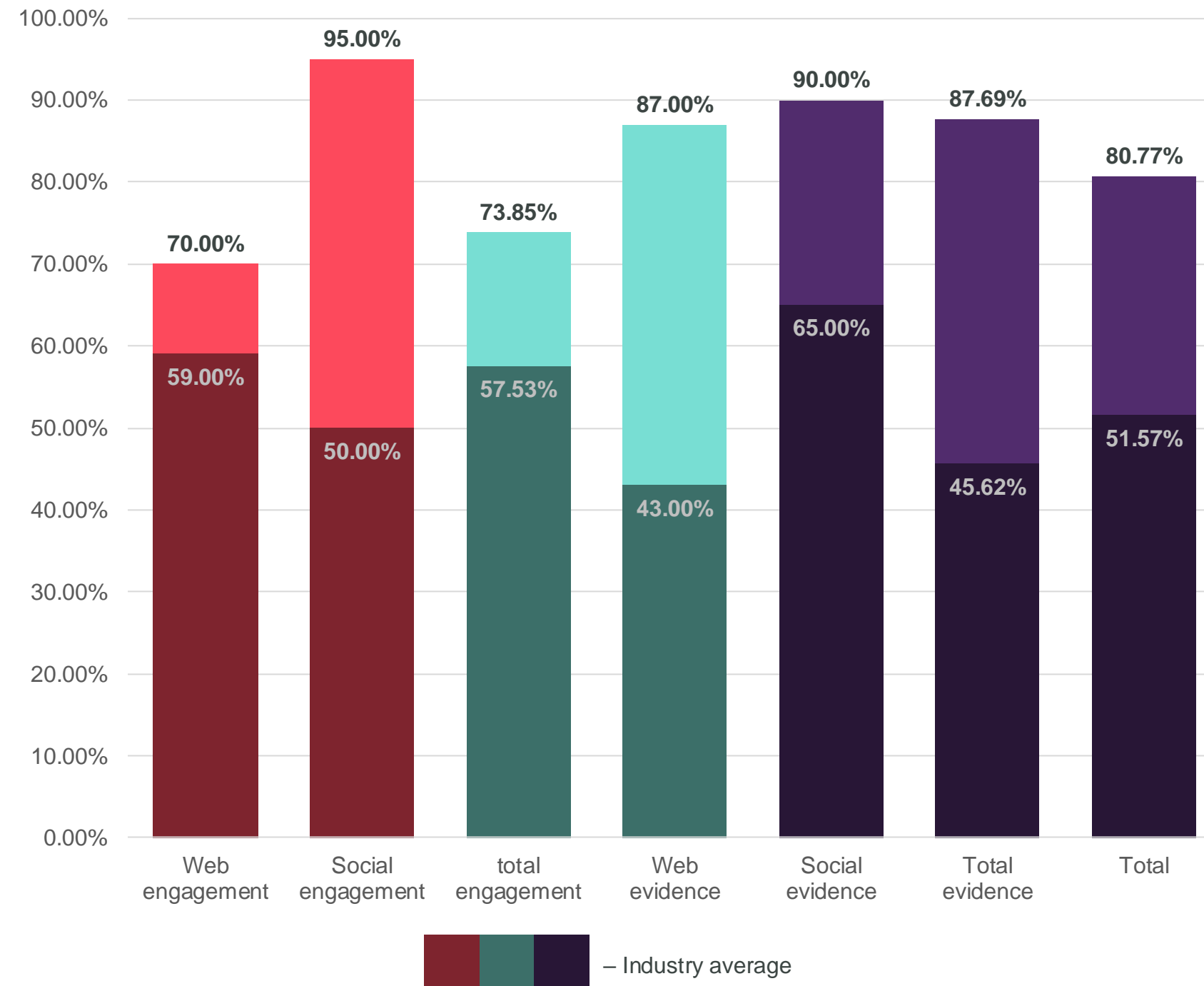
Living Ratings 2024 rankings: 1st



BlackRock



Rank: Determined
2023: 1st (81.62%)



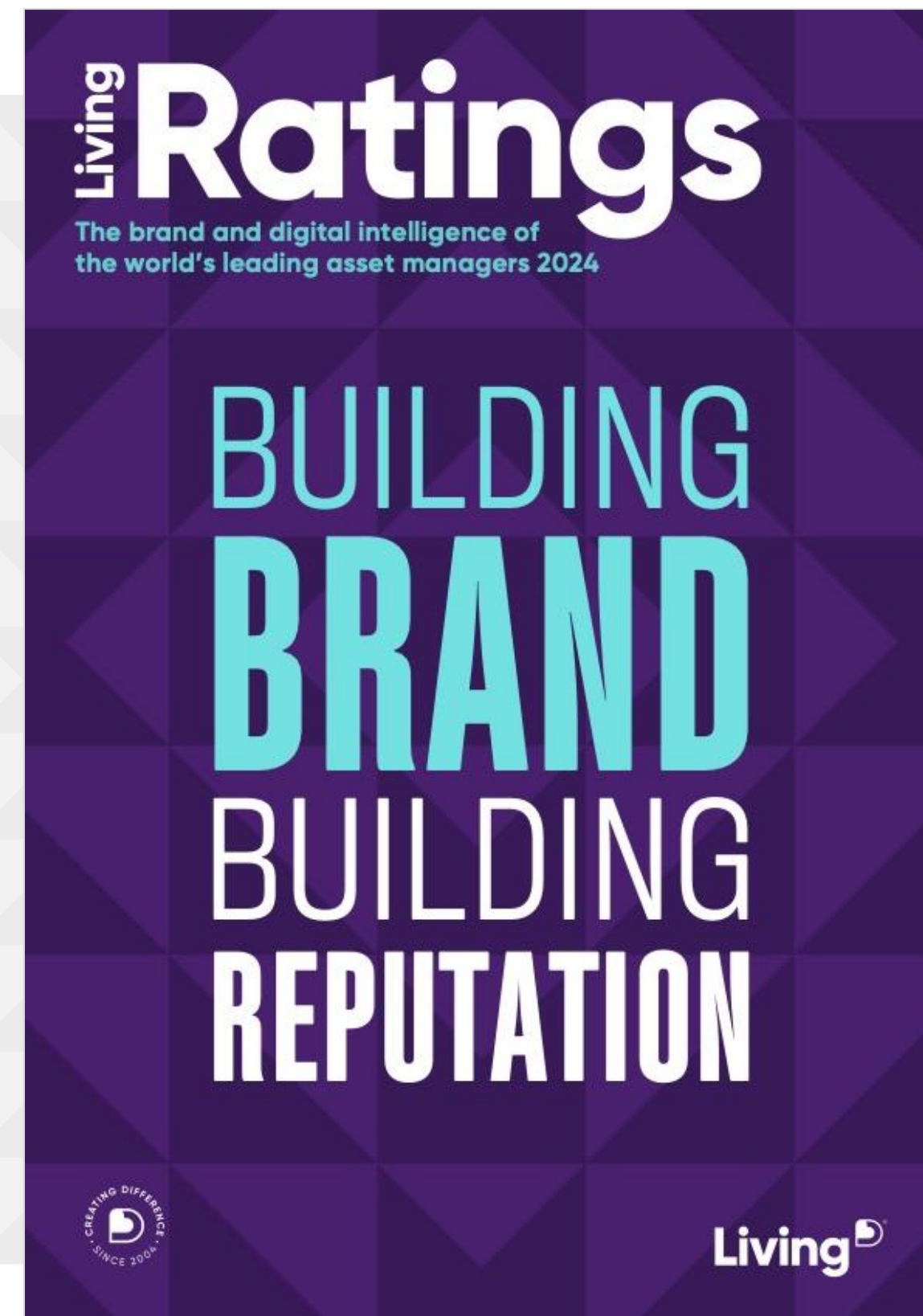
Our full 2024 report



The brand and digital intelligence of the world's leading asset managers 2024:

- The full criteria
- Top 100 asset managers
- Engagement & evidence leaders
- Review of Top 10 asset managers
- Opportunities to lead
- Thought leadership
- **Brand and digital diagnostic.**

Published in November 2024



Living Ratings: The brand and digital intelligence
of the world's leading asset managers 2024



BUILDING
BRAND
BUILDING
REPUTATION

Living 