THEMATICS BAROMETER - 2025

THEMATIC INVESTING RESEARCH

Coalition Greenwich

MAY 2025



The sustainable investor for a changing world

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OVERVIEW & EXECUTIVE SUMMARY



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Overview and Methodology

BNP PARIBAS AM AND CIB PARTNERED TO SPONSOR THEIR 4TH YEAR OF THEMATIC INVESTING RESEARCH WITH INSTITUTIONAL INVESTORS AND INTERMEDIARY DISTRIBUTORS GLOBALLY*. INTERVIEWS TOOK PLACE FROM FEBRUARY TO APRIL 2025.

Region				20	Coun [®])24	2025		
	2025 (114)	63%		Germany	14%		Germany	14%
d)				Italy	12%		Italy	12%
ďo	2024 (110)	61%		France	10%		France	7%
Europe	2023 (107)	57%	be	U.K.	9%	be	U.K.	7%
ш	, , , , , , , , , , , , , , , , , , ,		Europe	Netherlands	4 %	Europe	Switzerland	7%
	2020 (118)	77%	Ш	Spain	3 %	ш	Netherlands	6%
	2025 (34)	19%		Switzerland	3 %		Nordics	4 %
	2023 (34)			Belgium	2%		Spain	3 %
ອ	2024 (41)	23% 22%		Nordics	2%		Belgium	■ 3%
Asia	0000 (44)			Taiwan	9%		Taiwan	6%
	2023 (41)			South Korea	3 %		South Korea	5 %
	2020 (35)	23%	m	Hong Kong	3 %	m	Hong Kong	3 %
			Asia	Singapore	3 %	Asia	Australia	3 %
	2025 (32)	18%		Australia	2%		Singapore	I 1%
NA	2024 (29)	16%		Malaysia	1%		Malaysia	1%
	2024 (20)			Thailand	1%		Thailand	1%
	2023 (40)	21%	AN	U.S.	11%	AN	U.S.	15%
				Canada	6%	Z	Canada	3 %



- We are currently using Thematic Investing strategies
- We plan to invest in Thematic Investing strategies
- We may consider investing in Thematic Investing strategies
- No, we do not plan to invest in Thematic Investing strategies**

*In 2020, research was conducted in Europe and Asia but excluded North America.

** Responses from these investors are presented in a separate section called "Thematic Investing Non-Users."

Q2. Are you currently using or considering Thematic Investing strategies in your organization's or your clients' portfolios? Total Base: (2025) 180; (2024) 180; (2023) 188; (2020) 153.



Executive Summary

Usage – 88% of respondents indicate a familiarity with thematic investing. Intermediary distributors are most familiar (95%) and remain relatively consistent in terms of their current and potential usage of thematic strategies, while institutions note a significant decline in current usage (42% to 31%), accelerated by a dramatic withdrawal of interest from North America. Non-users make up a larger proportion of the survey (27% from 23%) and maintain concerns about adverse performance impact.

Allocations – Allocations to more traditional asset classes is relatively consistent, but investors deploying thematics in private markets continues to increase, buoyed by interest from institutions. Investors now see private markets as a primary environment for thematic strategies.

Objectives – In a notable change from the past two years, investors now consider investment returns as their leading motivation for investing in thematic strategies ahead of achieving positive impact (69% to 62%). This result is most pronounced in North America. The objective to diversify and reduce risk also increased in 2025 (41% to 49%).

Trends – Renewable & Clean Energy continues to be the leading sustainability theme, though slightly diminished (60% to 53%). Intermediary tastes have started to broaden, as investors note growing interest in other social and environmental categories. Within the innovation and disruption themes, Artificial Intelligence expands its leadership position (74% to 79%). From a regulatory perspective, SFDR classification predominates in Europe, while other regions focus more on fiduciary duty.



Future – Respondents expect to increase their focus on thematics, most demonstrably in equities (50%) and private markets (42%). Even with stiff regional competition, BNP Paribas receives significant mentions across regions for being a leader in thematic investing. Confidence in the short-term outperformance potential of thematic investing has diminished considerably since 2020 (50% to 34%); however, belief in outperformance over the longer-term continues to hold strong (88% to 81%).



CURRENT USE, **OBJECTIVES &** PREFERRED **STRATEGIES**



Familiarity With Thematic Investing – 2023 to 2025

OVERALL GLOBAL FAMILIARITY WITH THEMATIC INVESTING WEAKENED SLIGHTLY IN 2025, AS GAINS WITH ASIAN INVESTORS WAS MORE THAN OFFSET BY DECLINING FAMILIARITY AMONGST NORTH AMERICAN PARTICIPANTS.



Q1. Please evaluate your overall level of familiarity with Thematic Investing on a scale of 1 to 5, where 1 is "Not Familiar" and 5 is "Very Familiar". Total Base: (2025) 178; (2024) 179; (2023) 187.



Use of Thematic Investing Strategies – 2020 to 2025

OVERALL GLOBAL USAGE OF THEMATIC STRATEGIES ALSO DECLINED IN 2025, DRIVEN AGAIN BY A DRAMATIC CHANGE IN NORTH AMERICAN APPETITE.



Use of Thematic Investing Strategies

We are currently using Thematic Investing strategies
We may consider investing in Thematic Investing strategies

We plan to invest in Thematic Investing strategies
No, we do not plan to invest in Thematic Investing strategies

Q2. Are you currently using or considering Thematic Investing strategies in your organization's or your clients' portfolios? Total Base: (2025) 180; (2024) 180; (2023) 188; (2020 Q1) 153.



Asset Allocation to Thematic Investing

AS ONE MIGHT EXPECT, ALLOCATIONS TO THEMATIC ACTIVE EQUITY DOMINATE PORTFOLIOS, BUT ALLOCATIONS TO PRIVATE MARKETS FOLLOW CLOSELY BEHIND.

Asset Allocation to Thematic Investing



Q3. What percentage of your organization's or your clients' portfolios is currently invested in Thematic Investments, by asset class? Total Base: (2025) 131. (Bases vary by asset class.)



Asset Allocation to Thematic Investing – 2023 to 2025

THE GROWTH OF PRIVATE MARKETS ALLOCATIONS IN RECENT YEARS IS ONE OF THE MORE REMARKABLE DEVELOPMENTS IN THE THEMATICS SPACE.



Asset Allocation to Thematic Investing

Q3. What percentage of your organization's or your clients' portfolios is currently invested in Thematic Investments, by asset class? Total Base: (2025) 131; (2024) 139; (2023) 143. (Bases vary by asset class.)



Asset Allocation to Thematic Investing – By Region

ALLOCATION PREFERENCES DIVERGE REGIONALLY, AS EUROPEAN AND NORTH AMERICAN INVESTORS NOTE LARGER ALLOCATIONS TO PRIVATE MARKETS WHILE ASIAN INVESTORS MAINTAIN HIGH ALLOCATIONS IN TRADITIONAL ASSET CLASSES.



Asset Allocation to Thematic Investing – By Region

Q3. What percentage of your organization's or your clients' portfolios is currently invested in Thematic Investments, by asset class? Total Base: (2025) 131. (Bases vary by asset class.)



Intermediary Distributors

Asset Allocation to Thematic Investing – By Investor Type

INSTITUTIONAL INVESTORS HAVE EMBRACED THEMATIC ALLOCATIONS TO PRIVATE MARKETS, WHILE INTERMEDIARIES PREFER ACTIVE EQUITIES.

Asset Allocation to Thematic Investing – By Investor Type



Institutional Investors

Q3. What percentage of your organization's or your clients' portfolios is currently invested in Thematic Investments, by asset class? Total Base: (2025) 131. (Bases vary by asset class.)



Main Objective(s) in Using Thematic Investing Strategies

Main Objectives in Using Thematic Investing

IN A CHANGE FROM PREVIOUS YEARS, INVESTORS NOTE THAT INVESTMENT RETURNS ARE THE PRIMARY OBJECTIVE IN USING THEMATIC STRATEGIES AHEAD OF ACHIEVING POSITIVE IMPACT.

Enhancing investment returns (alpha) 40% 21% 8% 69% Achieving positive impact / making a 36% 15% 62% contribution to sustainable outcomes Diversification / risk reduction 8% 26% 15% 49% Innovative / disruptive investment 8% 42% 19% approaches Satisfying stakeholder demand / needs 30% 15% 10% Meeting regulatory requirements 2%6% 10% (for example SFDR/MIFID) Ranked #1 ■ Ranked #2 ■ Ranked #3 Total

Objectives	Europe (85)	Asia (31)	NA (15)		
	(Percent Ranked #1)				
Enhancing investment returns (alpha)	34%	39%	73%		
Achieving positive impact / making a contribution to sustainable outcomes	42%	32%	7%		
Diversification / risk reduction	7%	10%	13%		
Innovative / disruptive investment approaches	8%	10%	7%		
Satisfying stakeholder demand / needs	5%	6%	0		
Meeting regulatory requirements	2%	3%	0		

Q5. Which of the following do you consider to be the main objective(s) in using Thematic Investing strategies? (Rank up to 3) Total Base: (2025) 131.



Main Objectives in Using Thematic Investing – 2023 to 2025

A FOCUS ON ENHANCING INVESTMENT RETURNS HAS STEADILY RISEN OVER THE PAST FEW YEARS, BEATING OUT THE OBJECTIVE TO ACHIEVE POSITIVE IMPACT.

Main Objective(s) in Using Thematic Investing Strategies



Q5. Which of the following do you consider to be the main objective(s) in using Thematic Investing strategies? (Rank up to 3) Total Base: (2025) 131; (2024) 138, (2023) 142.



Sustainability Themes – Overall Preferences

ACROSS REGIONAL SEGMENTS, RENEWABLE & CLEAN ENERGY THEMED STRATEGIES ARE FAR-AND-AWAY THE MOST APPEALING TO INVESTORS.

Most Appealing Sustainability Themes for Portfolios			Themes	Europe (81)	Asia (30)	NA (15)
				(Percent Ranked #1)		1)
	Focus on SDGs	2 %3% 10% 15 %	Focus on SDGs	1%	3%	0
	EU Taxonomy	4% 6%	EU Taxonomy	0	3%	0
	Renewable / Clean Energy	41% 8% 4% 53%	Renewable Energy	40%	40%	53%
Energy ransition Climate	Climate ChAdaptation / Resilience	12% 4% 6% 22%	Climate - Adaptation	15%	7%	7%
nerç ina	Climate Change-Mitigation	<u>10% 10% 2%</u> 22%	Climate - Mitigation	11%	10%	7%
С а п	Net Zero Strategies	<u>10%</u> <u>2%</u> 2% 14%	Net Zero Strategies	9%	13%	7%
— F	Mobility	2% 3%	Mobility	1%	0	7%
	Water	2% 12% 5% 19%	Water	4%	0	0
t	Circular Economy	2% 11% 19%	Circular Economy	2%	0	0
Environment	Resilient Cities & Infrastructure	<mark>1% 9% 6% 16</mark> %	Resilient Cities	0	3%	0
	Ecosystems / Biodiversity	<u>3% 4% 7%</u> 14%	Ecosystems	4%	3%	0
	Forestry / Agriculture	2%3% 6%	Forestry / Agriculture	0	3%	0
	Blue Economy / Oceans	2% 2% 5%	Blue Economy	1%	3%	0
	Food Innovation	3% 5%	Food Innovation	0	0	0
	Demographics / Aging Population	4% 7% 13% 24%	Demographics	4%	7%	0
	Health / Wellbeing	<mark>2% 9% 9%</mark> 20%	Health / Wellbeing	2%	0	0
Social	Diversity & Equality	1% 5% 8%	Diversity & Equality	0	0	7%
	Education	<mark>2%</mark> 2% 6%	Education	4%	0	0
	Responsible Al	2% 2% 6%	Responsible Al	1%	0	7%
	Human Rights	2% 4%	Human Rights	0	0	0

■ Ranked #1 ■ Ranked #2 ■ Ranked #3 □ Total

Q6. Among the following Sustainability Themes, which three are most appealing for your organization's or your clients' portfolios? (Rank up to 3 overall) Total Base: (2025) 126.



Sustainability Themes – Overall Preferences – 2023 to 2025

COMPARED TO PREVIOUS YEARS, INTEREST IN ENERGY TRANSITION & CLIMATE SOLUTIONS HAS BECOME MORE DIFFUSE IN 2025 WITH OTHER RELATED THEMES MAKING MODEST GAINS.

Most Appealing Sustainability Themes for Portfolios 2024 (130) 2025 (126) 2023 (135) Focus on SDGs 4%6% 22% 32% 4%10% 12% 26% **3%** 10% **15%** 3% 7% EU Taxonomy* 4% 6% Renewable / Clean Energy 9% 3% 56% 60% 7% 43% 8% 4% 53% 44% 41% Energy Transition / Climate Climate Ch.-Adaptation / Resilience** 2% 12% 4%6% 22% 49% Climate Change-Mitigation[^] 49% 9% 10% 10%29 22% 13% 10% 23% 26% Net Zero Strategies 9% 6% 7% 22% 9% 5% 7% 21% 10% 2% 14% **5%**4% 11% Mobility 2% 6% 3% 6% 23% 2%12% 5% 19% Water 4% 10% 9% 23% **5%** 12% 3% 7% 5% 15% 2%11% 6% 19% Circular Economy 13% 3% 17% Environment 9% 6% 16% Resilient Cities & Infrastructure*** 6% 5% 11% 3% 7% 14% Ecosystems / Biodiversity 9% 14% 3% 4% 2% 6% Forestry / Agriculture 3% 2% 4% 2% 5% Blue Economy / Oceans 2% 2% 4% 2% 5% Food Innovation 3% 24% 20% **4%**7% 13% 12% Demographics / Aging Population 8% 9% 17% 20% **2%9%** 9% 20% 6% 12% Health / Wellbeing 3% 7% 10% 20% 2% 6% 5% 8% Social Diversity & Equality 3%7% 11% 2% 6% 3% 8% Education 4% 7% 29 6% Responsible AI*** 4% 4% Human Rights 39 4% Ranked #1 Ranked #2 Ranked #3 Total *Added in 2024. ***Adaptation / Resilience" was added in 2024 under Environment and was moved under Climate in 2025. ***Added in 2025. ^In 2023 & 2024, this was "Climate Change Solutions."

Q6. Among the following Sustainability Themes, which three are most appealing for your organization's or your clients' portfolios? (Rank up to 3 overall) Total Base: (2025) 126; (2024) 130; (2023) 135.



Sustainability Themes – Preferences By Investor Type

INSTITUTIONAL INVESTORS NOTE A STRONG PREFERENCE FOR RENEWABLE & CLEAN ENERGY THEMES, WHILE INTERMEDIARIES SHARE A WIDER RANGE OF INTERESTS, INCLUDING WATER AND DEMOGRAPHICS.

Most Appealing Sustainability Themes for Portfolios – By Investor Type



Q6. Among the following Sustainability Themes, which three are most appealing for your organization's or your clients' portfolios? (Rank up to 3 overall) Total Base: (2025) 126.



Innovation & Disruption Themes – Overall Preferences

ARTIFICIAL INTELLIGENCE IS SEEN AS THE MOST APPEALING INNOVATION AND DISRUPTION THEME BY A CONSIDERABLE MARGIN.

Most Appealing Innovation and Disruption Themes for Portfolios			Themes	Europe (73)	Asia (28)	NA (14)		
				(Pe	(Percent Ranked #1)			
Artificial intelligence	40%	30% 9% 79%	Artificial intelligence	33%	61%	36%		
Healthcare innovation	12% 12% 28%	52%	Healthcare innovation	12%	11%	14%		
Biotechnology	10% 9% 12% 31%		Biotechnology	12%	7%	7%		
Robotics	8% 13% 5% 26%		Robotics	10%	4%	7%		
Security & safety	<mark>2%9%</mark> 13% 24%		Security & safety	3%	0	0		
Consumer innovation	10% 7% 3% 20%		Consumer innovation	11%	7%	7%		
Smart cities	<mark>6%</mark> 7% 4% 17%		Smart cities	5%	4%	14%		
Block chain	<mark>9%3%</mark> 2% 14%		Block chain	8%	7%	14%		
	■ Ranked #1 ■ Ranked #2	■Ranked #3 □Total						

Q7. Of the following Innovation and Disruption Themes (i.e. not specifically oriented on sustainability), which three are the most appealing for your organization's or your clients' portfolios? (Rank up to 3 overall) Total Base: (2025) 115.



Innovation & Disruption Themes – Overall Preferences – 2023 to 2025

AI IMPROVES UPON ITS LEAD, AND HEALTHCARE INNOVATION HOLDS STEADY, WHILE FEW OTHER INNOVATION AND DISRUPTION THEMES GROW IN DEMAND.



Most Appealing Innovation and Disruption Themes for Portfolios

*Robotics & AI were combined in 2023. **Investors were not asked about Metaverse in 2025.

Q7. Of the following Innovation and Disruption Themes (i.e. not specifically oriented on sustainability), which three are the most appealing for your organization's or your clients' portfolios? (Rank up to 3 overall) Total Base: (2025) 115; (2024) 124; (2023) 128.



Innovation & Disruption Themes – Preferences by Investor Type

BEYOND A CLEAR SHARED PREFERENCE FOR AI AND HEALTHCARE INNOVATION, INSTITUTIONAL INVESTORS AND INTERMEDIARIES HAVE DIVERGENT APPETITES FOR LESS IN-DEMAND THEMES.

Institutional Investors (75) **Intermediary Distributors (40)** Artificial intelligence 36% 8% 72% Artificial intelligence 48% 10% 93% Healthcare innovation 16% 23% 55% Healthcare innovation 38% 48% <mark>5%</mark>5% Biotechnology 15% 33% Robotics 10% 8% 38% Security & safety 13% 28% Biotechnology 29% 13% 8% 8% Consumer innovation 13% 10% 3% 26% Smart cities 21% 9% 8% 4% Robotics 20% Block chain 10% 8% 3% 21% 9% 4% Consumer innovation 16% Security & safety **3**%13% 16% 8%5%3% Block chain 10% Smart cities <mark>%</mark>5% 10% 8%

Most Appealing Innovation and Disruption Themes for Portfolios

Ranked #1 Ranked #2 Ranked #3 Total

Q7. Of the following Innovation and Disruption Themes (i.e. not specifically oriented on sustainability), which three are the most appealing for your organization's or your clients' portfolios? (Rank up to 3 overall) Total Base: (2025) 115.



SELECTION CONSIDERATIONS



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Key Selection Factors for Thematic Investing

THE RELEVANCE OF THE SPECIFIC THEME IS MOST IMPORTANT WHEN SELECTING A THEMATIC STRATEGY, FOLLOWED CLOSELY BY MORE TRADITIONAL PERFORMANCE MEASURES, LIKE EXPECTED RISK-RETURN PROFILE.

Most Important Factors When Selecting a Thematic Investment				Factors	Europe (85)	Asia (31)	NA (15)	
		(Percent of 5/4 Ratings)						
Relevance of theme	57	%	30%	10% 2%	Relevance of theme	89%	90%	73%
Expected thematic alpha	37%	43%	%	16% 3% <mark>2</mark> %	Expected thematic alpha	74%	93%	80%
Diversification / Risk mgmt.	30%	50%		16% 4%	Diversification / Risk mgmt.	74%	89%	87%
Investment process	35%	40%		18% 7%	Investment process	77%	77%	60%
Portfolio manager(s)	32%	42%	42%		Portfolio manager(s)	71%	79%	79%
Size of investible universe	31%	41%		23% 4%	Size of investible universe	68%	76%	87%
Fee	18%	48%	2	9% <mark>4%</mark>	Fee	59%	76%	79%
Expected impact on SDG	15%	40%	27%	12% 6%	Expected impact on SDG	59%	43%	60%
Reporting on sustainability	21%	27%	35%	10% 7%	Reporting on sustainability	56%	37%	29%
Product innovation	18%	29%	40%	10% 3%	Product innovation	42%	57%	54%
Manager's brand	11% 29%	36%	%	20% <mark>4%</mark>	Manager's brand	26%	79%	43%
Alignment with EU Taxonomy	9% 20%	39%	14%	18%	Alignment w/EU Taxonomy	40%	14%	0
■ 5 - Extremely important ■ 4 ■ 3 ■ 2 ■ 1 - Not at all important								

Q9. How important are the following factors when selecting a Thematic Investment? Please use a scale from 1 = "Not at all important" to 5 = "Extremely Important". Total Base: (2025) 131. (Bases vary by factor.)



Impact of Thematic Investing on Investment Returns – <u>Short-Term (1 to 3 Years)</u>

ABOUT ONE-THIRD OF INVESTORS ACROSS SEGMENTS BELIEVE IN THE SHORT-TERM POSITIVE IMPACT OF THEMATIC ALLOCATIONS, DOWN CONSIDERABLY FROM 2020 LEVELS.

Impact of Thematic Investing on <u>Short-Term</u> Investment Performance



Q10. What effect do you think that employing Thematic Investing has on short-term and / or long-term investment performance? Total Base: (2025) 131; (2024) 139; (2023) 143; (2020 Q9) 127.



Impact of Thematic Investing on Investment Returns – Long-Term (3 to 5 Years)

HOWEVER, ALTHOUGH CONFIDENCE IN THE LONGER-TERM PERFORMANCE OF THEMATIC INVESTMENTS HAS EASED OVER THE YEARS, IT REMAINS CONSISTENTLY HIGH, WITH THE EXCEPTION OF NORTH AMERICA.

Impact of Thematic Investing on Long-Term Investment Performance



Q10. What effect do you think that employing Thematic Investing has on short-term and / or long-term investment performance? Total Base: (2025) 131; (2024) 139; (2023) 143; (2020 Q9) 127.



Key Regulatory Aspects for Selecting Thematic Strategies

SFDR CLASSIFICATION IS THE LEADING REGULATORY CONSIDERATION WHEN SELECTING A THEMATIC STRATEGY, PARTICULARLY IN EUROPE; HOWEVER, FIDUCIARY DUTY DOMINATES IN NORTH AMERICA



Q12. Which of the following regulatory aspects are important for selecting sustainable thematic strategies? (Rank up to 3) Total Base: (2025) 99. (32 respondents selected 'Not Applicable / Don't know' for this question.)



MARKET LEADERS & FUTURE PLANS



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Thematic Investing Future Plans

LOOKING AHEAD TO THE NEXT FEW YEARS, INVESTORS REMAIN MOST INTERESTED IN THEMATIC EQUITY INVESTING, FOLLOWED BY A GROWING INTEREST IN PRIVATE MARKETS.

Thematic Investing Plans for Next Three Years By Asset Class



Q14. Over the next three years, how do you plan to use Thematic Investing in your portfolio in the various asset classes below? Total Base: (2025) 129. *In 2025, the questionnaire changed the "Don't Know" option to "Undecided"



Thematic Investing Future Plans – By Region

WITH A RELATIVELY CONSISTENT FOCUS ON EQUITIES AND PRIVATE MARKETS AT THE GLOBAL LEVEL, ASIAN INVESTORS' FUTURE PLANS LEAD IN ALMOST ALL ASSET CATEGORIES.



Asset Allocation to Thematic Investing – By Region

Q14. Over the next three years, how do you plan to use Thematic Investing in your portfolio in the various asset classes below? Total Base: (2025) 129.



Thematic Investing Future Plans – By Investor Type

WITH INSTITUTIONS PLANNING LARGER FOCUS ON PRIVATE MARKETS, INTERMEDIARIES KEEP ATTENTION ON OPTIONS IN THE EQUITY SPACE.

Equities (fundamental Equities (fundamental 1% 40% 31% 28% 72% 21% 87 active) active) Equities (index / Equities (index / 6% 23% 3% 129 42% 29% 59% 26% systematic) systematic) 3% 30% 49% 15% Fixed Income (active) 17% 50% Fixed Income (active) 36% Fixed Income (index / Fixed Income (index / 3% 13% 53% 30% 26% 46% 28% systematic) systematic) 1% Multi-Asset 21% 49% 29% Multi-Asset 44% 33% 23% 3% **Private Markets Private Markets** 48% 24% 24% 28% 36% 36% Plan to increase focus on Thematic Investing Plan to make no changes Plan to decrease focus on Thematic Investing Undecided

Institutional Investors (90)

Asset Allocation to Thematic Investing – By Investor Type

Intermediary Distributors (39)

Q14. Over the next three years, how do you plan to use Thematic Investing in your portfolio in the various asset classes below? Total Base: (2025) 129.



Leading Managers in Thematic Investing

BNP PARIBAS RANKS THIRD IN TERMS OF LEADING THEMATIC MANAGERS GLOBALLY, WHILE PICTET MAINTAINS ITS MARKET LEADERSHIP POSITION.



Note: A total of 65 managers were mentioned at least once. Shown are Asset Managers with at least 3 mentions Q15. Which managers come to mind as being leaders in Thematic Investing? Why? Total Base: (2025) 61.

*Impax receives 2 citations.

The above mentioned managers are for illustrative purpose only and do not constitute any investment recommendation.



Leading Managers in Thematic Investing – By Region

BNP PARIBAS IS ONE OF FEW MANAGERS TO MAINTAIN A LEADERSHIP POSITION IN THEMATIC INVESTMENTS ON A GLOBAL SCALE.



Q15. Which managers come to mind as being leaders in Thematic Investing? Why? Total Base: (2025) 61. The above mentioned managers are for illustrative purpose only and do not constitute any investment recommendation.



15 THEMATIC INVESTING **NON-USERS**



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Reasons for Not Using Thematic Strategies – 2020 to 2025

INVESTMENT PERFORMANCE CONCERNS REMAIN THE LEADING DETERRENT FOR CURRENT NON-USERS, BUT HIGH COSTS NO LONGER APPEAR TO BE AN ISSUE.

Reasons for Not Incorporating Thematic Investing Strategies



*Not asked in 2020 and 2023.

Q18. If at all, which of the following are reasons you would not incorporate Thematic Investing strategies into your portfolio or your clients' portfolios? (Select all that apply) Total Base: (2025) 41; (2024) 38; (2023) 41; (2020) 22.



Reasons to Reconsider Thematic Investing

Reasons to Reconsider Thematic Investing

- "Any investment application which limits the potential universe of investments harms the efficient frontier of investment returns. If you do not admit this to be true, then all the data I see on this or any other strategy starts from a flawed principal and I would discount the validity of any research on the subject, which is the case with thematics in my opinion." – Institutional Investor, U.S.
- "If it was an explicit part of our mandate." Institutional Investor, U.S.
- "Clear linkage between theme and performance." Institutional Investor, U.S.
- "Change of ERISA laws." Institutional Investor, U.S.
- "A compelling business case presented by an investment consultant in a fiduciary role that demonstrates better than average expected performance." Institutional Investor, U.S.
- "Proven returns that exceed benchmarks." Institutional Investor, U.S.
- "The investment manager's performance over time." Institutional Investor, U.S.
- "Satisfied that investment is sufficiently diversified; it fits within SIPP." Institutional Investor, Canada
- "More knowledge and training." Institutional Investor, U.K.
- "Larger funds under trusteeship." Institutional Investor, U.K.
- "Lower cost and better insights into performance and regulations." Institutional Investor, Netherlands
- "Excellent return-risk indicators." Institutional Investor, Switzerland
- "Higher risk budgets, different mindset." Institutional Investor, Germany
- "Convincing evidence of sustainable alpha, in-depth knowledge of the topic being invested in." Institutional Investor, Germany
- "An investment approach with a focus on traditional asset classes would need to change." Intermediary Distributor, Germany
- "Peer group analyses; market transparency, comparability of investment approaches." Intermediary Distributor, Germany

Q20. What would make you more likely to consider investing in a Thematic Investment strategy? Total Base: (2025) 19.



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Given the economic and market risks, there can be no assurance that the financial instrument(s) will achieve its/their investment objectives. Returns may be affected by, amongst other things, investment strategies or objectives of the financial instrument(s) and material market and economic conditions, including interest rates, market terms and general

Market conditions. The different strategies applied to the financial instruments may have a significant effect on the results portrayed in this material.

All information referred to in the present document is available on www.bnpparibas-am.com



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