

# WHY ARE MORE AND MORE ASSET MANAGERS ENTERING THE ETF MARKET?

**Jeff McCarthy, Global Head of ETFs**  
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We see asset managers enter the ETF market for a number of reasons. One, ETFs are more popular with 5 trillion in investable assets globally. They're popular, they're getting known, and there's a lot of education in the space about them. Second, ETFs are viewed really as a distribution vehicle. It's another wrapper that can sit alongside a mutual fund, separately managed account, collective investment trust to really provide investor access to different strategies.

A result of the ETF structure allows them to be offered to investors at lower costs. You remove some of the costs that you see in traditional other vehicles, traditional mutual funds, collective investment trusts, which really allows investor access at lower cost. That's driving the assets into ETFs and why asset managers need to look at these products to add to their strategies.

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