

The logo consists of a semi-transparent grey circle containing the text "FTSE" on the top line and "Russell" on the bottom line, both in a white, sans-serif font.

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# El desarrollo de Smart Beta: Encuesta global 2016

IV Congreso Asofiduciarias, Cartagena, 2016  
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[ftserussell.com](http://ftserussell.com)

# Sumario

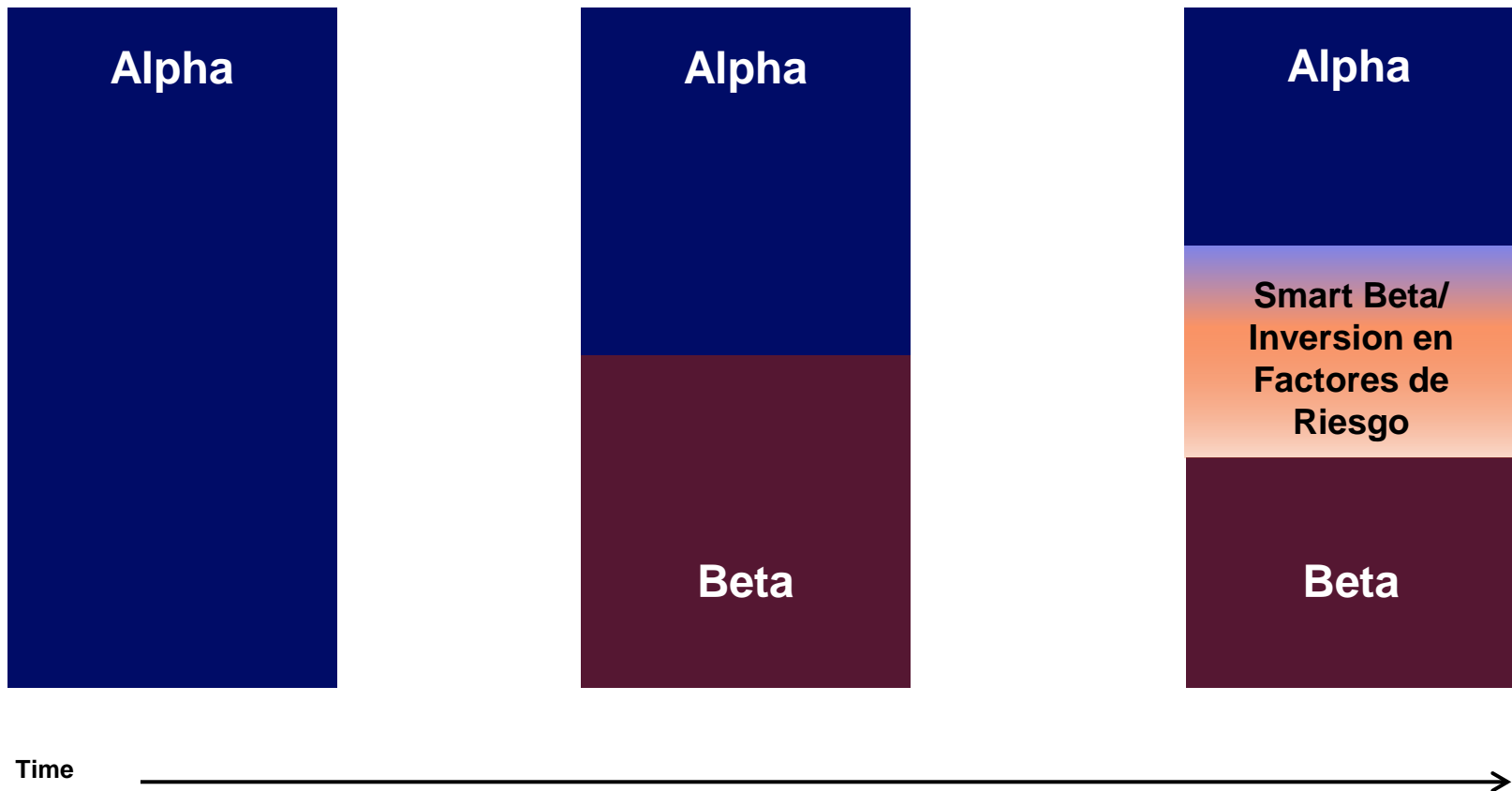
Smart Beta definido: el tema que no descansa

Perfil de la encuesta global del 2016

Analisis y uso de Smart Beta

Por que se usa Smart Beta?

# Smart Beta definido: el tema que no descansa



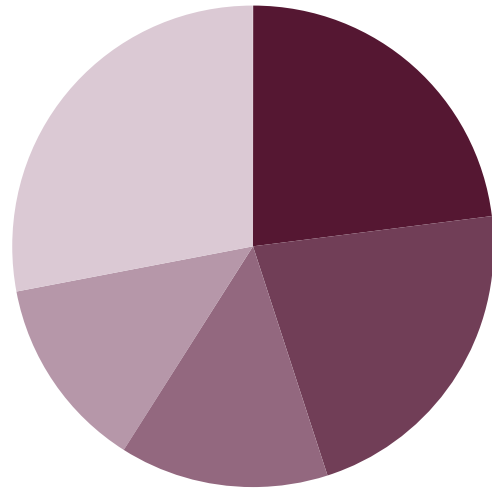
# Perfil de la encuesta global 2016

# 2016 demografía de la encuesta global

Country	
US	47%
Canada	14%
UK	10%
Australia	4%
Netherlands	3%
Middle East	3%
Germany	2%
Denmark	1%
France	1%
Ireland	1%
Sweden	1%
Switzerland	1%
Other	11%

Plan type – Select all that apply	
DB	65%
DC	38%
E/F	17%

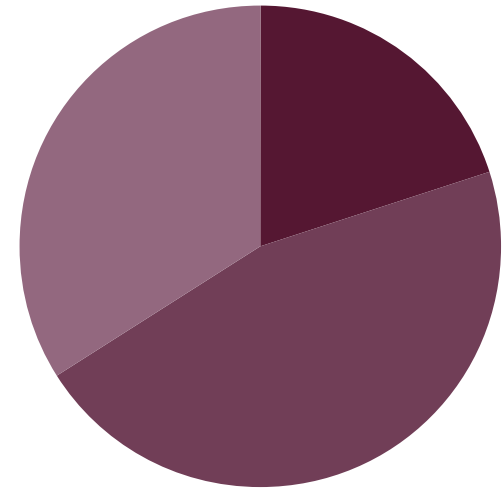
Que tipo de organizacion es usted?



- 23% Corporation or private business
- 22% Government
- 14% Non-profit, university
- 13% Union or industry-wide pension scheme
- 28% Other

Other includes insurance companies, family offices, sovereign wealth funds and health care organizations

AUM tier



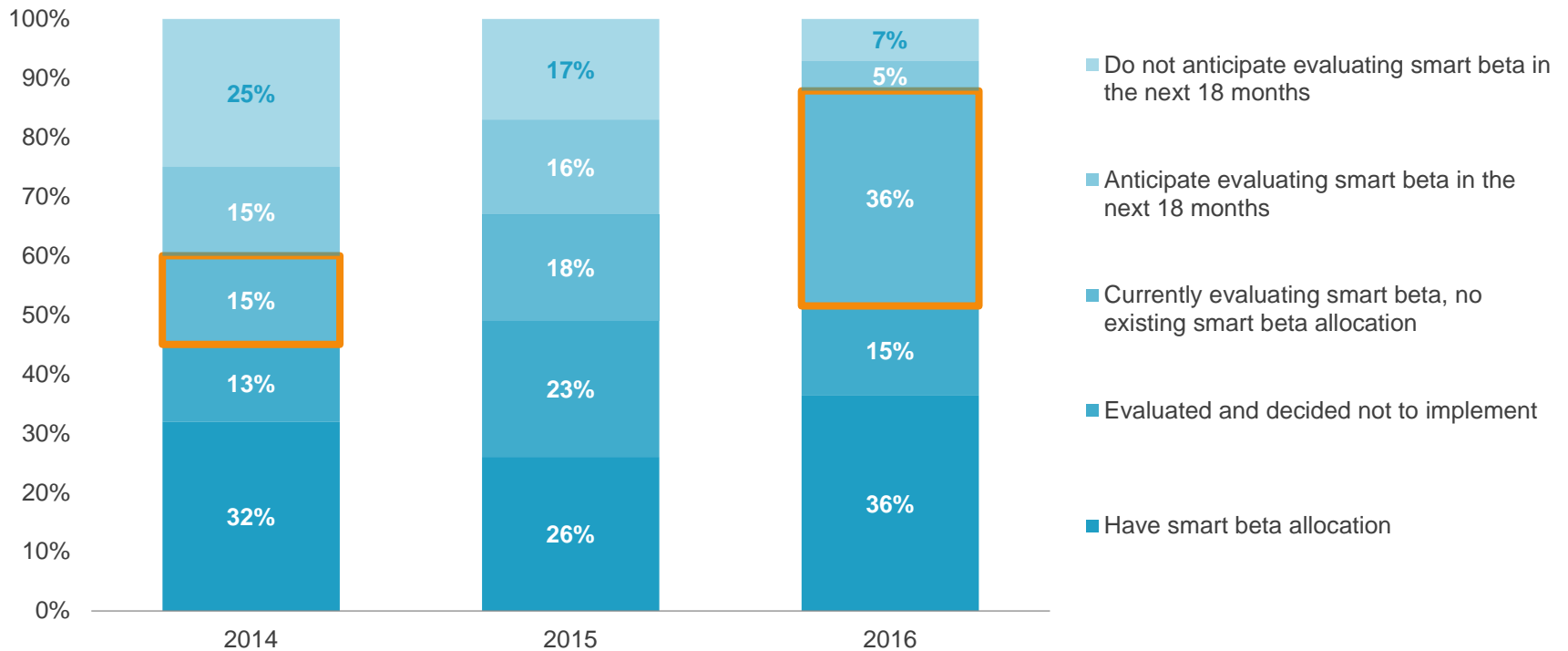
- 20% <\$1B
- 46% \$1B-\$10B
- 34% \$10B+

Total AUM of the survey participants is estimated to be over \$2 trillion.

# Analisis y uso de Smart Beta

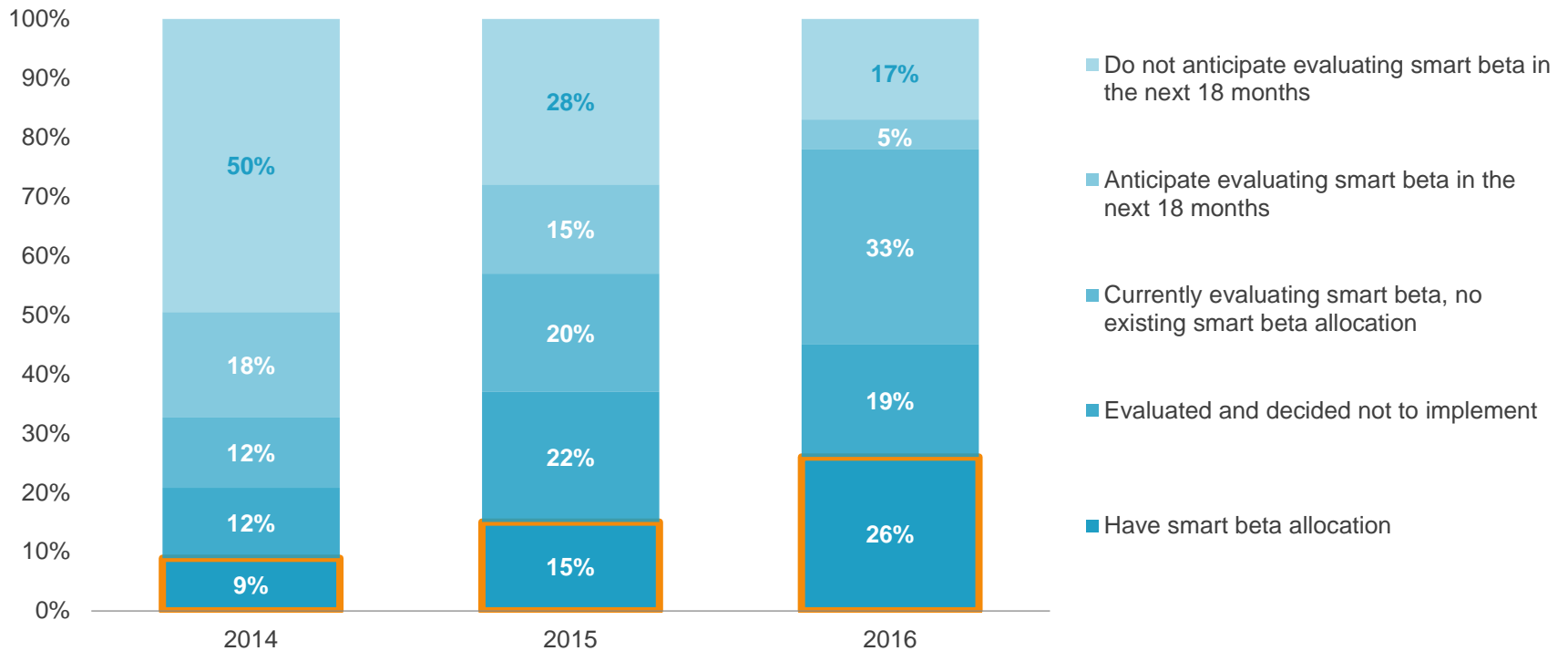
# 2016 fue sumamente importante dado a que el uso de Smart Beta aumento por mas de 200% desde el 2014.

## Que mejor explica su uso o perspectiva sobre Smart Beta?



# El uso de Smart Beta ha crecido mas fuerte en inversores con activos de menos de \$1B in AUM

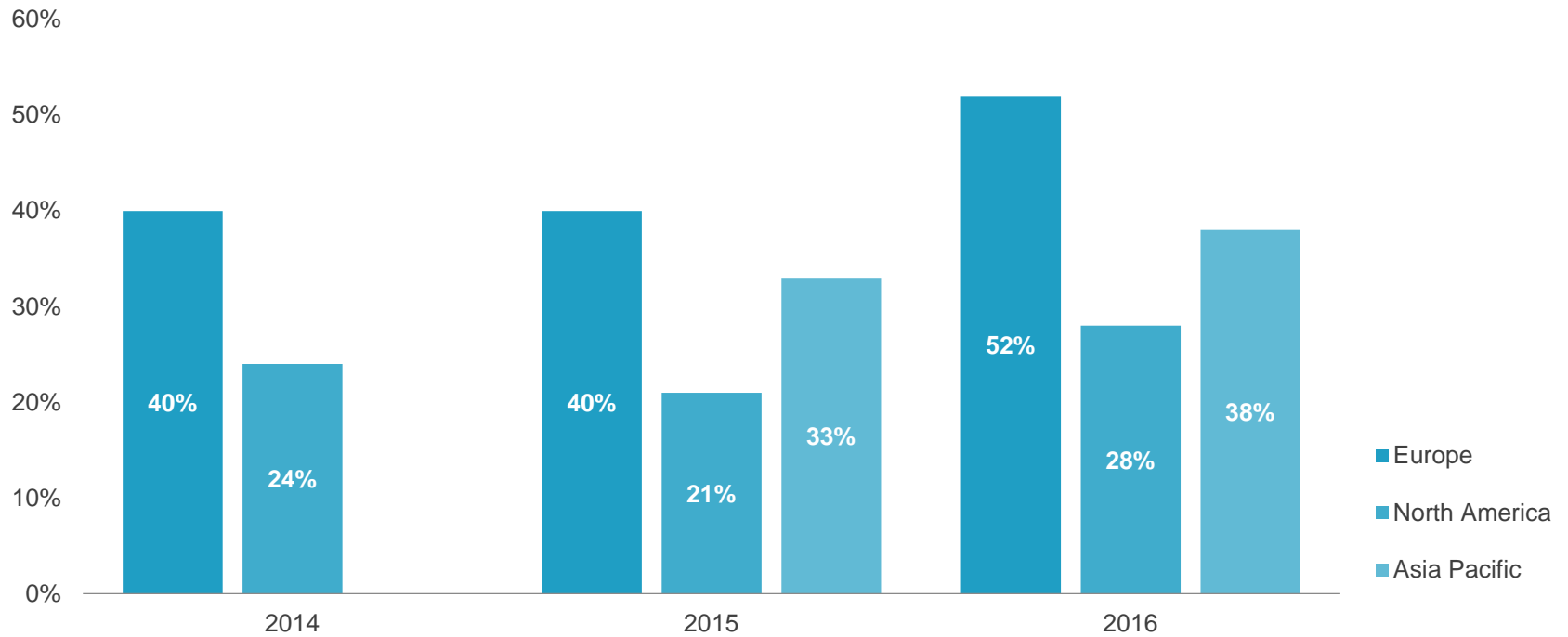
Que mejor explica su uso o perspectiva sobre Smart Beta?  
Segment = <\$1B in AUM





# El uso de Smart Beta es mas popular en Europe que en Norte America

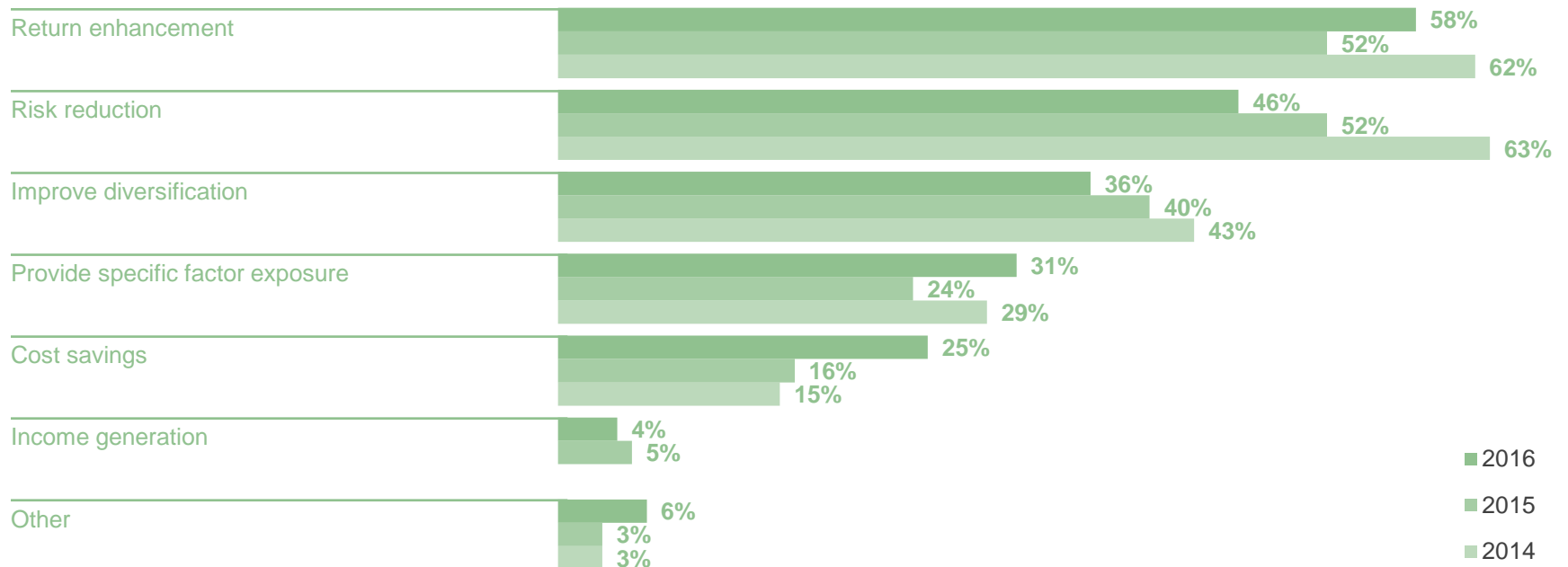
## Porcentaje y uso de Smart Beta por region



# Por que se usa smart beta?

# Mejorar retorno y reducir riesgo siguen siendo los temas mas populares en usar Smart Beta. En 2016, tambien vemos interes en reducir costos.

## Que proposito tiene en mente con el uso de Smart Beta?



Multi-pick. Segment = Have smart beta allocation; Evaluated and decided not to implement; Currently evaluating smart beta . "Income generation" was not asked in 2014

# “Reducir costos” es lo mas importante para grupos inversores de \$10B+; “Mejor diversificacion” es mas comun en <\$1B

## Que proposito tiene en mente con el uso de Smart Beta?

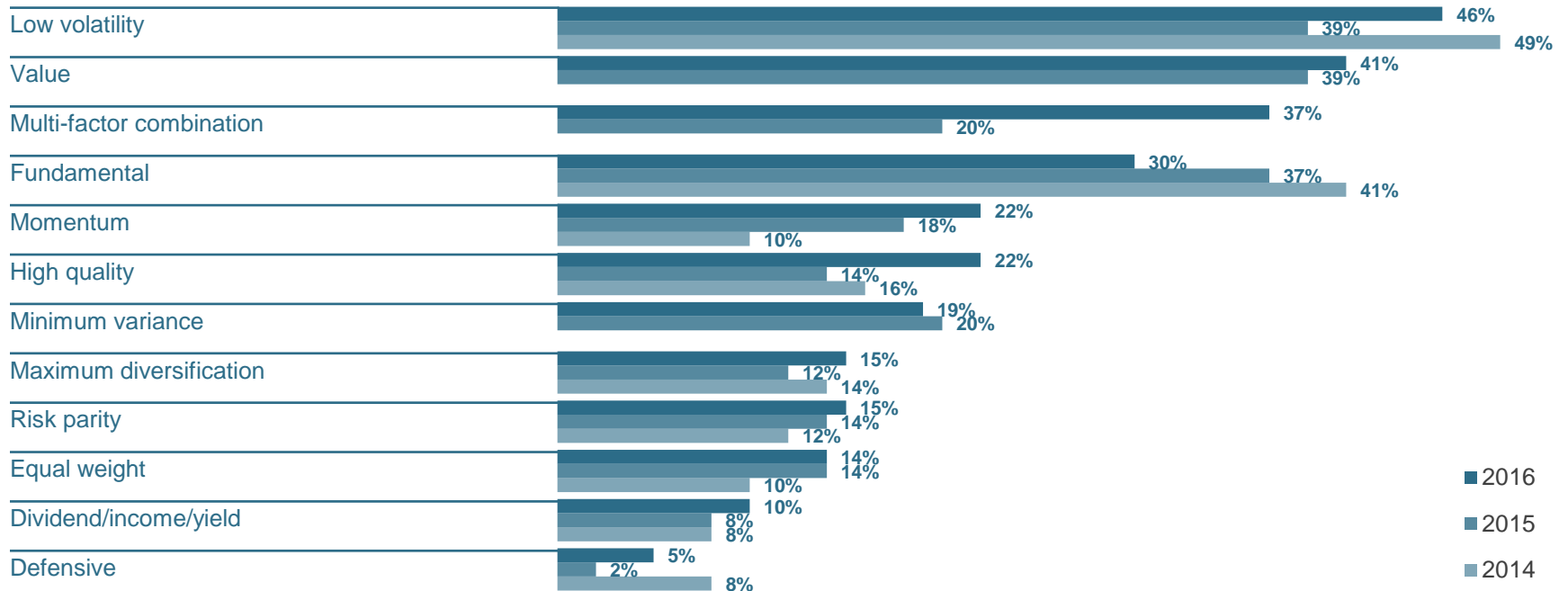
	<\$1B	\$1B-\$10B	\$10B+
Return enhancement	56%	51%	63%
Risk reduction	44%	43%	50%
Provide specific factor exposure	16%	25%	47%
Cost savings	22%	19%	34%
Improve diversification	47%	35%	34%
Other	0%	7%	6%
Income generation	3%	7%	3%

Multi-pick. Segment = Have smart beta allocation; Evaluated and decided not to implement; Currently evaluating smart beta

# Estrategias de Smart Beta

# En 2016, las estrategias de Smart Beta más populares son basadas en el uso de factores como “Baja volatilidad,” “Valor,” and “Combinación de factores múltiples”

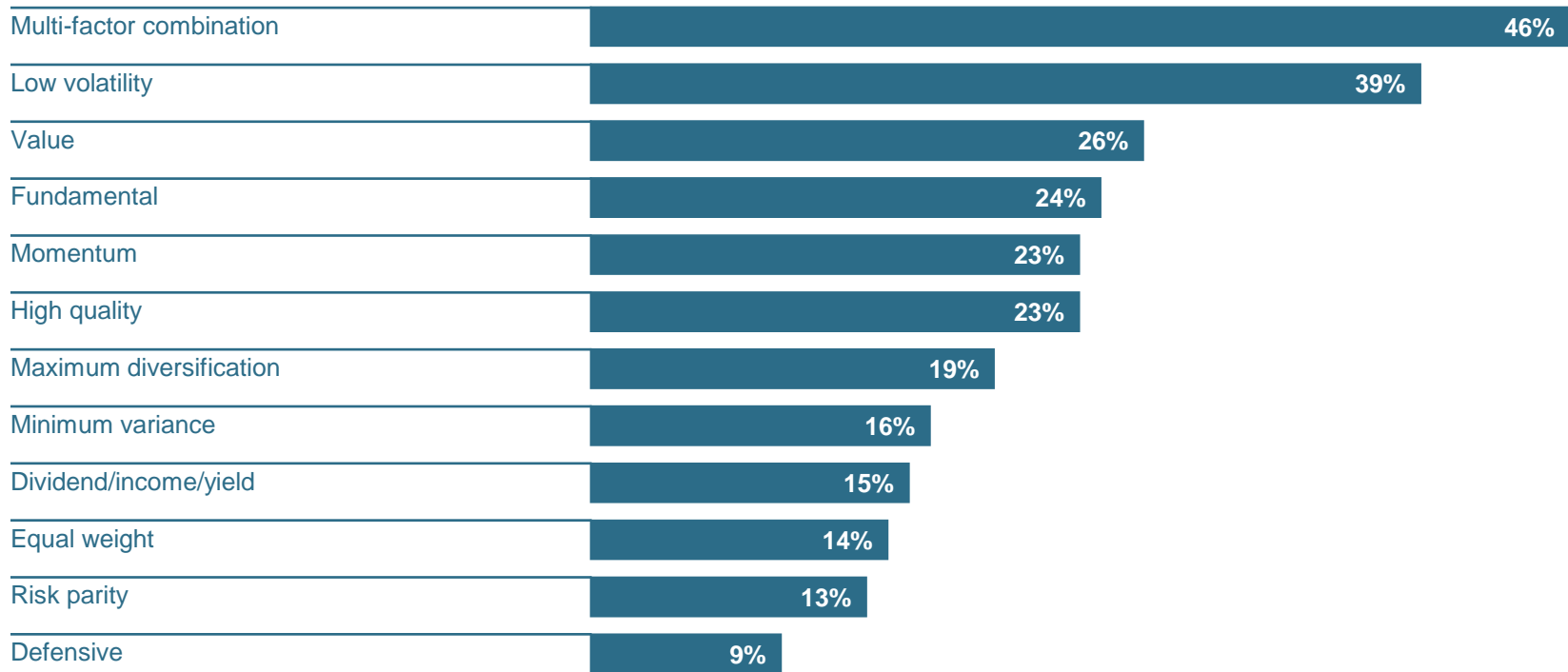
## Que tipo de Smart Beta esta usando hoy en dia?



Multi-pick. Segment = Have smart beta allocation. “Multi-factor,” “Value” and “Minimum variance” were not asked in 2014

**Aproximadamente 50% de inversores considerando Smart Beta están evaluando estrategias de “Combinación de factores múltiples.” 40% están considerando estrategias de “Baja Volatilidad.”**

### Que tipo de Smart Beta esta considerando?



Multi-pick. Segment = Have smart beta allocation AND currently evaluating smart beta; Currently evaluating smart beta, no existing smart beta allocation

# Resumen

Smart Beta: para el bien de los inversores no nos  
cancemos

Smart Beta ya no es algo de moda es realidad

El uso de Smart Beta se implementa por varias razones

El interes de Smart Beta se esta enfocando en factores



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