

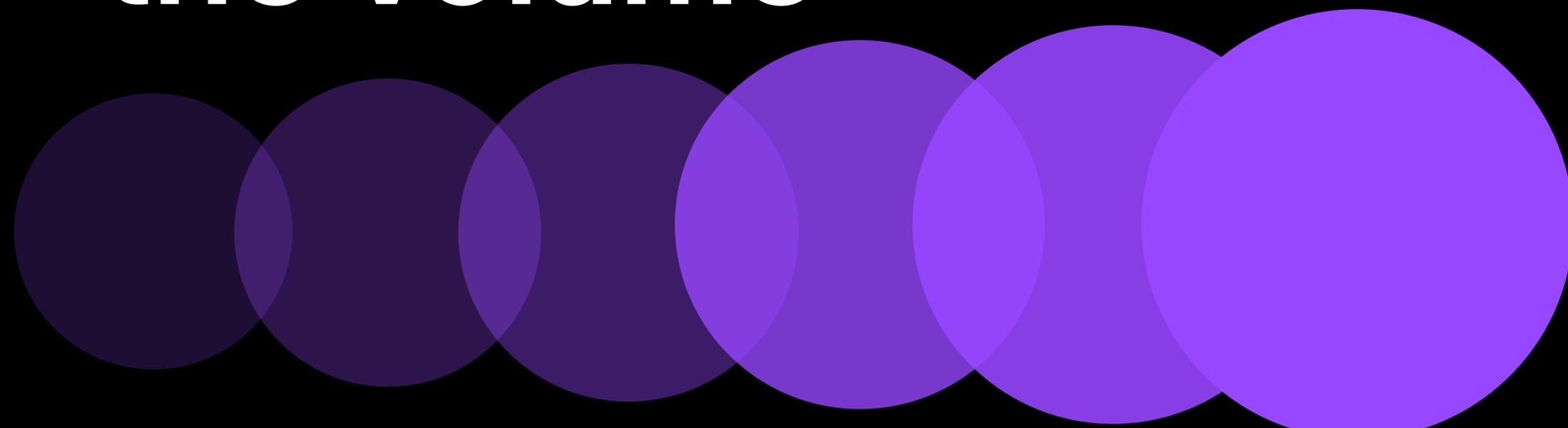


Living Ratings:

The brand and digital intelligence of the world's leading asset managers 2025

The 'Top 20'

Pump up the volume



Amplify your brand

Living Ratings 2025 rankings: 20th to 17th



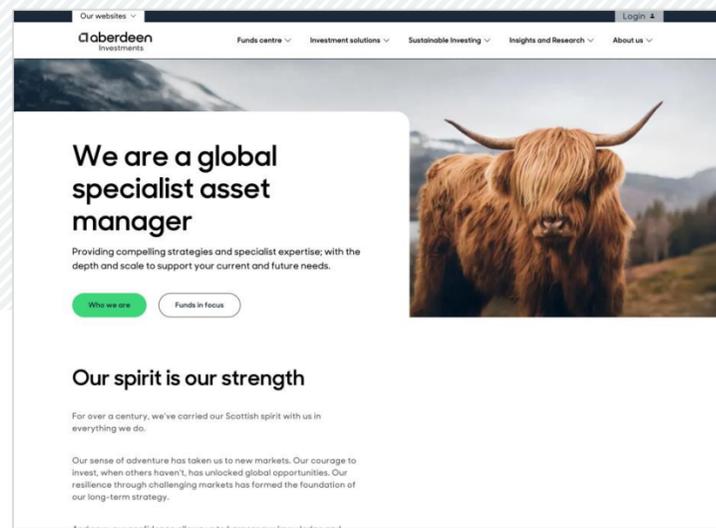
20th

Score: 65.62%



2024: 15th

aberdeen
Investments



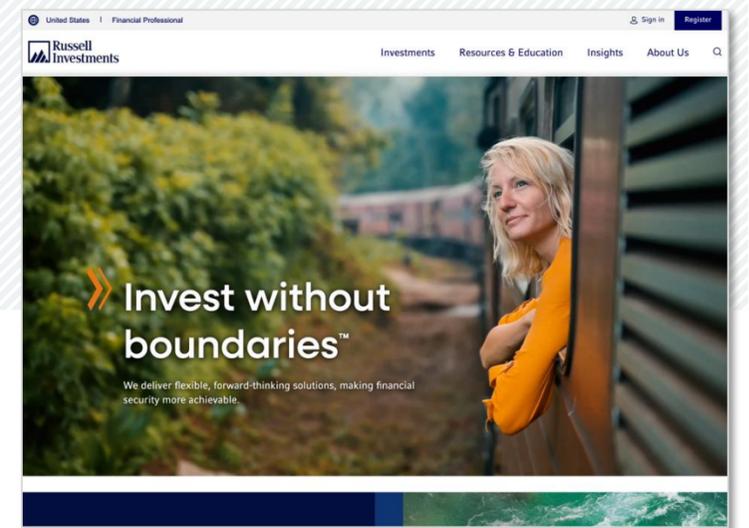
19th

Score: 65.77%



2024: 30th

Russell
Investments



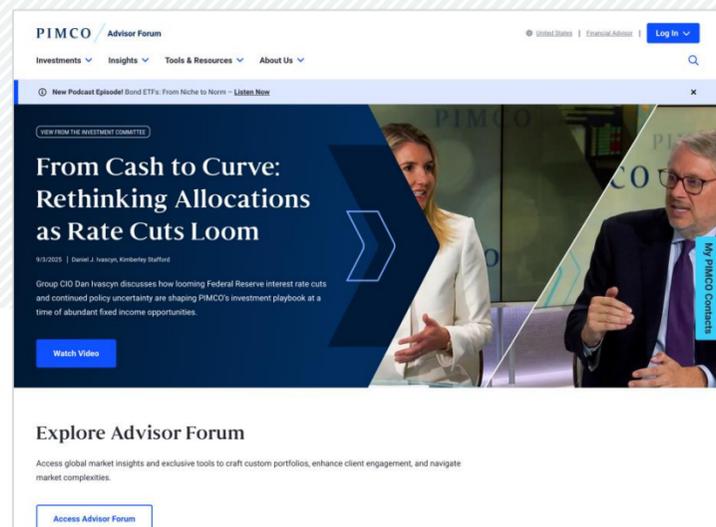
18th

Score: 65.85%



2024: 31st

PIMCO



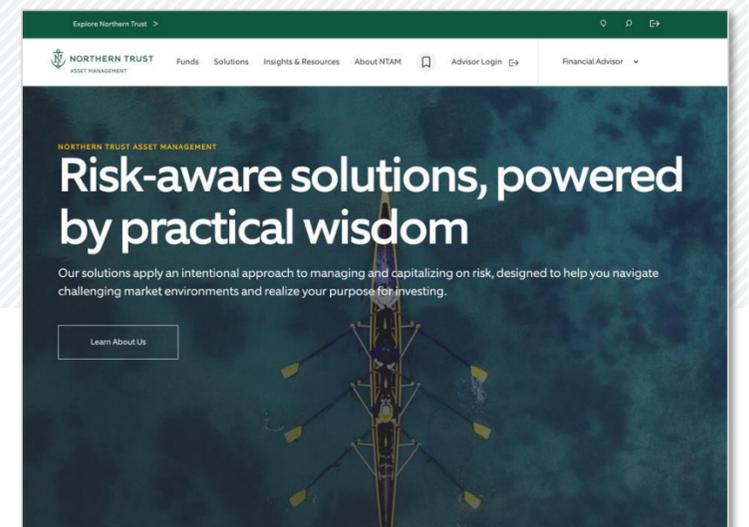
17th

Score: 66.31%



2024: 21st

NORTHERN TRUST
ASSET MANAGEMENT



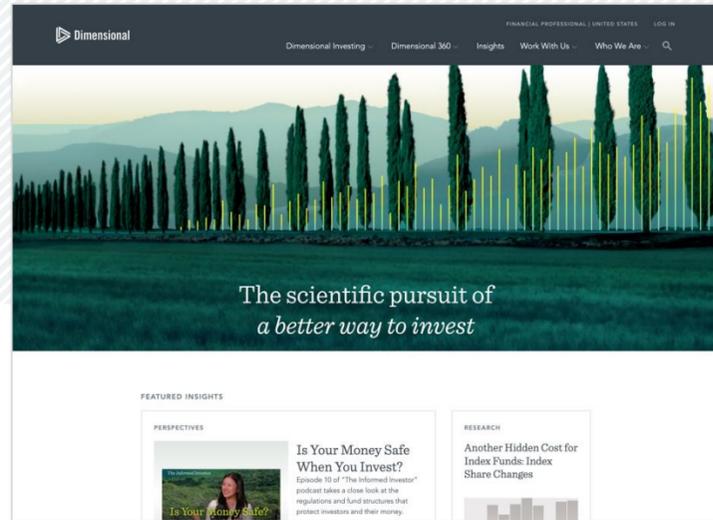
Living Ratings 2025 rankings: 16th to 13th



16th

Score: 66.38%

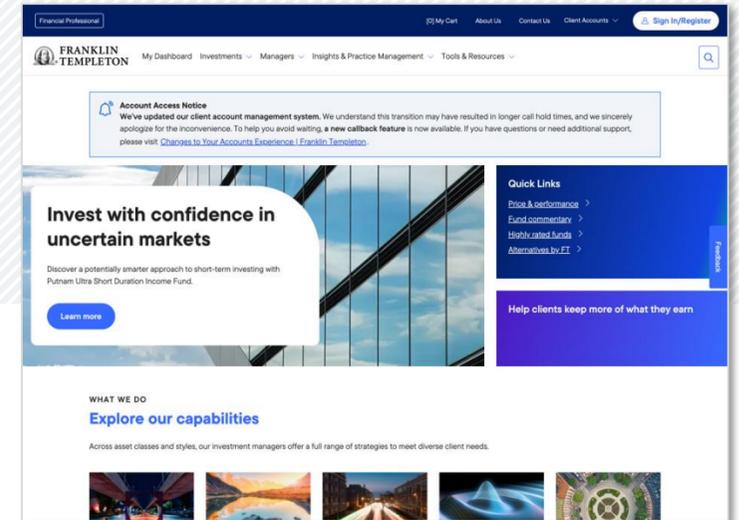
2024: 22nd



15th

Score: 66.54%

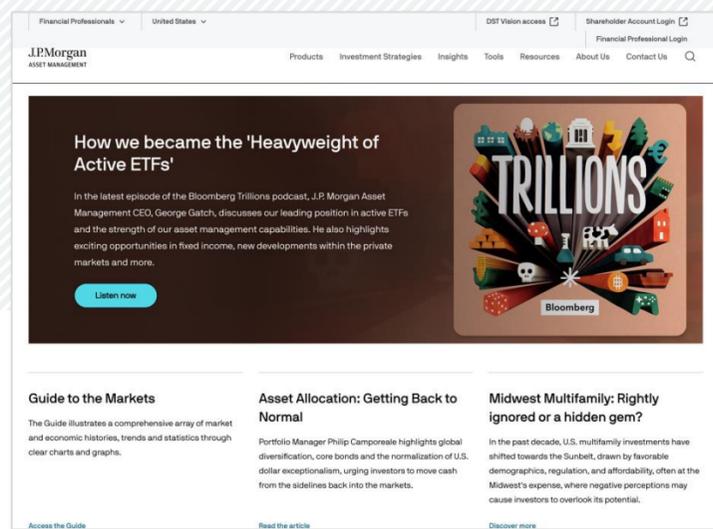
2024: 11th



14th

Score: 66.69%

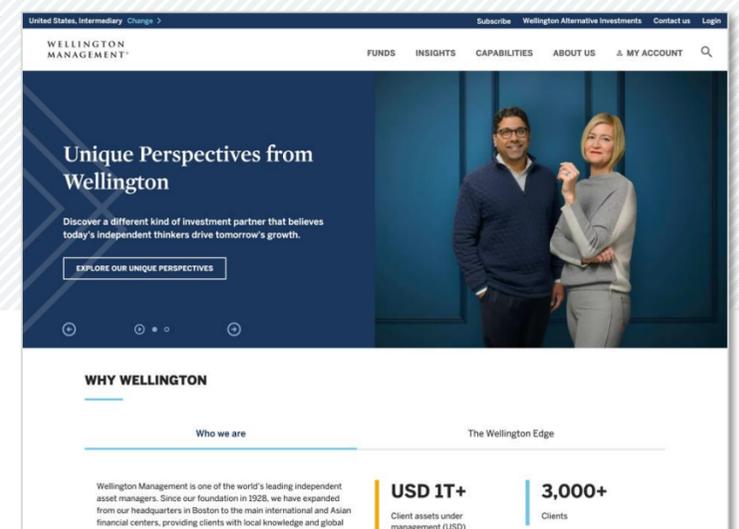
2024: 35th



13th

Score: 67.31%

2024: 18th



Living Ratings 2025 rankings: 12th to 9th

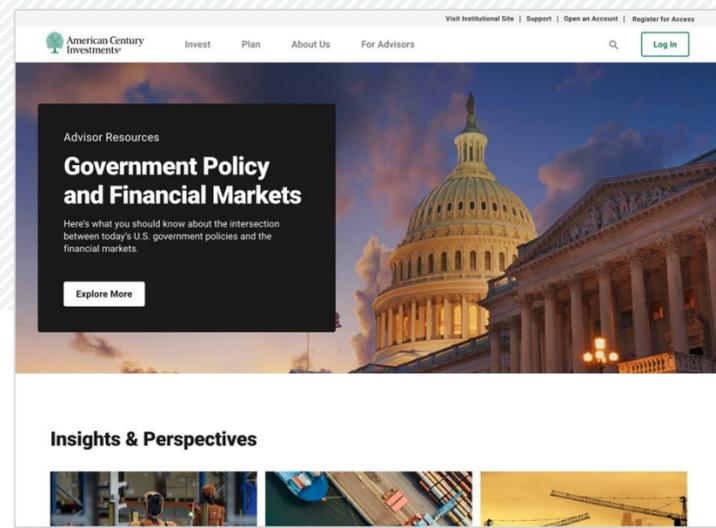


12th

Score: 67.46%



2024: 13th

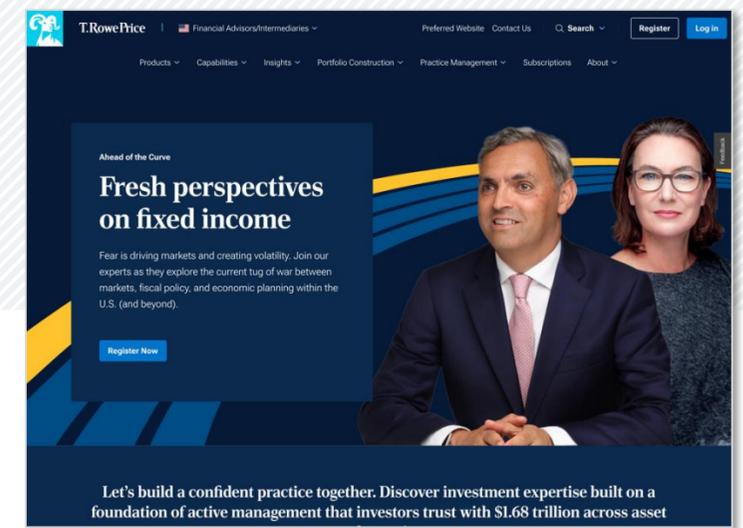


11th

Score: 68.31%



2024: 17th

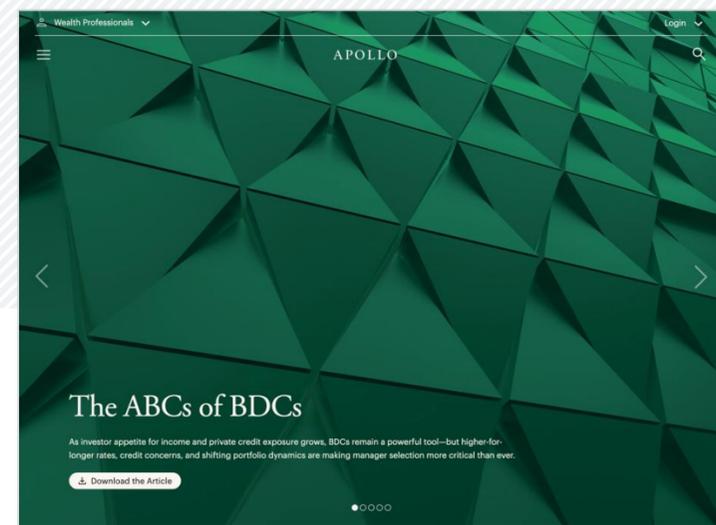


10th

Score: 68.38%



2024: 70th

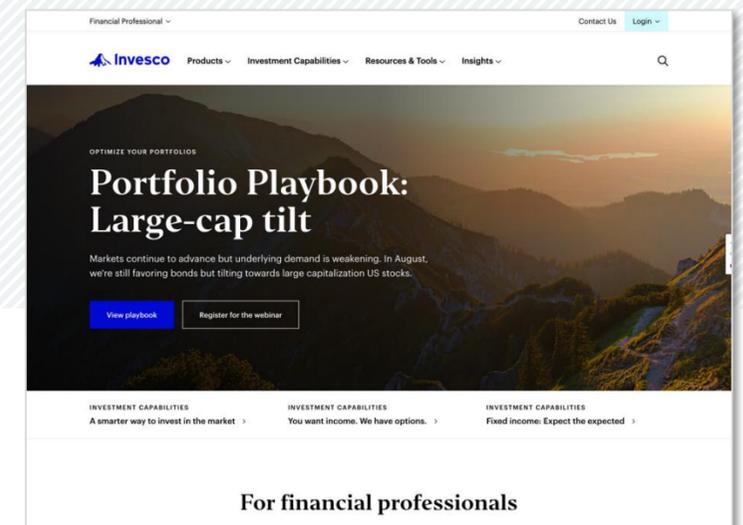


9th

Score: 69.69%



2024: 9th



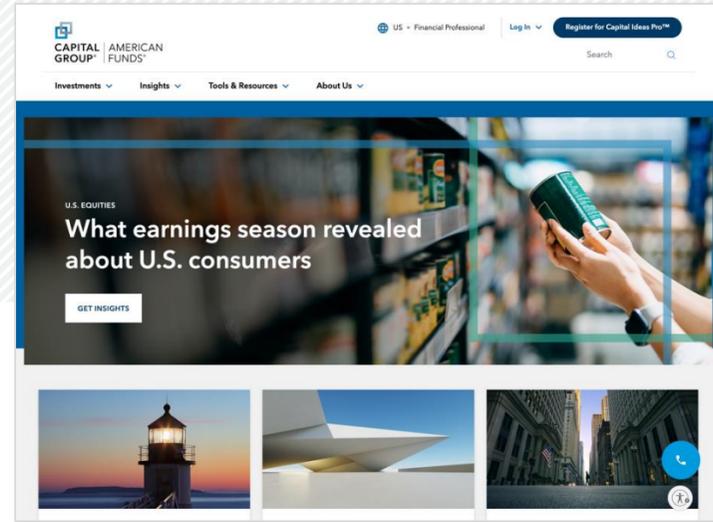
Living Ratings 2025 rankings: 8th to 5th



8th

Score: 77.38%

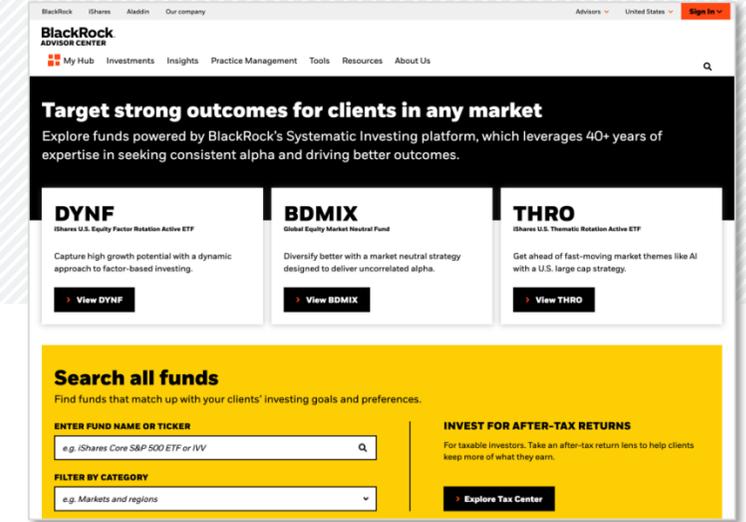
2024: 3rd



7th

Score: 77.46%

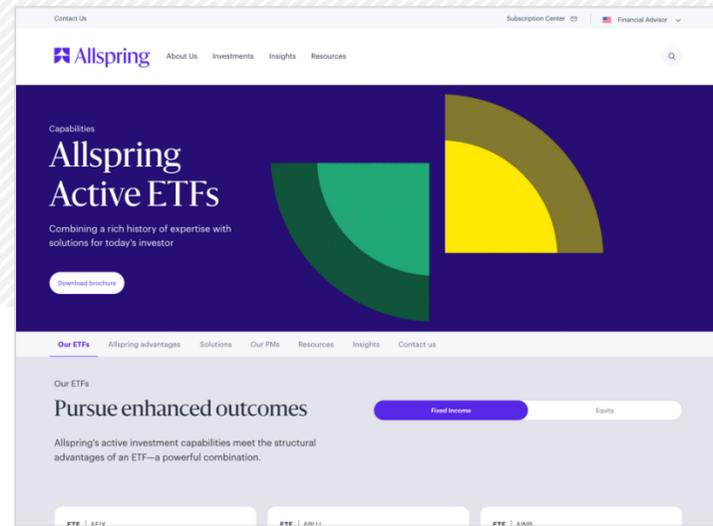
2024: 1st



6th

Score: 77.69%

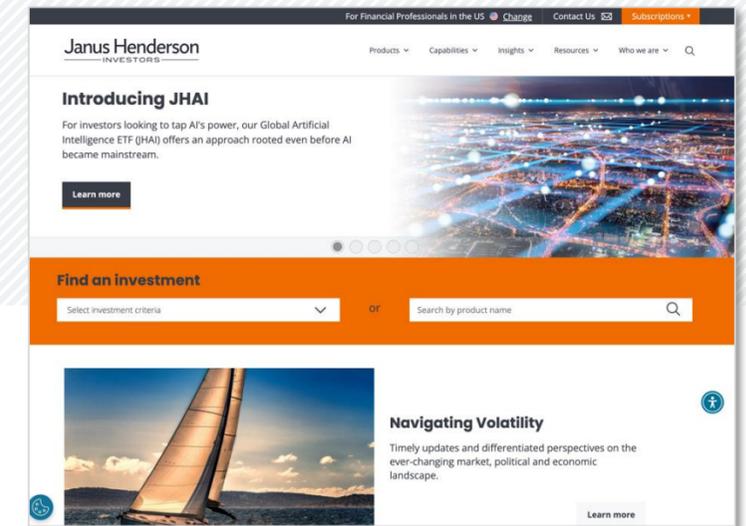
2024: 20th



5th

Score: 78.00%

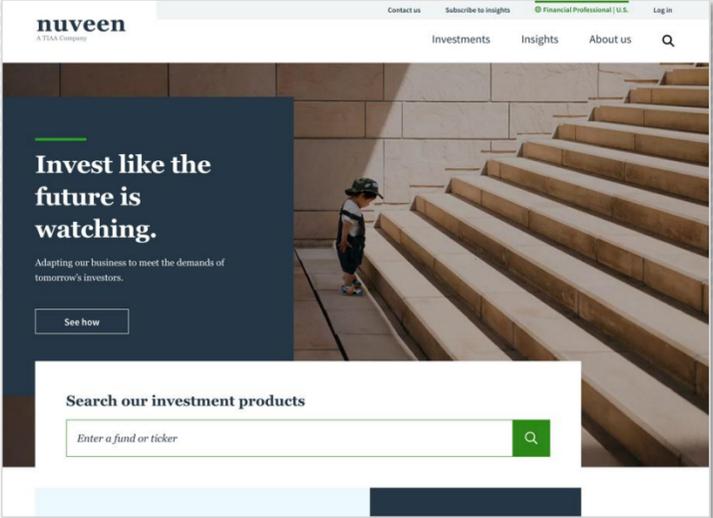
2024: 8th



Living Ratings 2025 rankings: 4th to 2nd

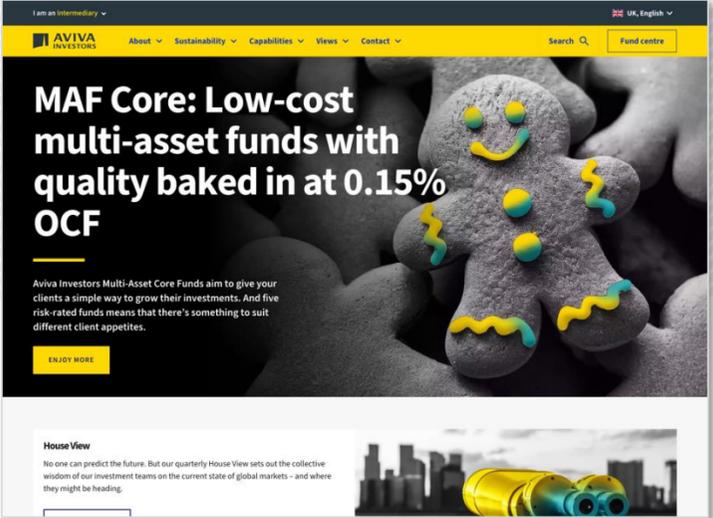


4th
Score: 78.46% 
2024: 2nd



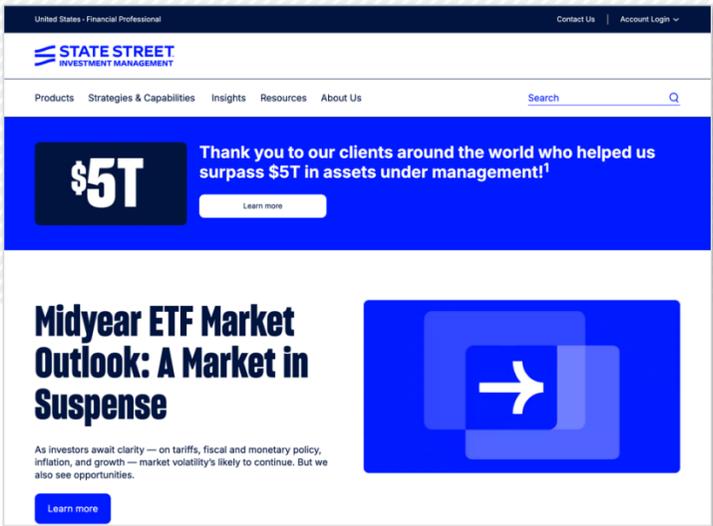
nuveen
A TIAA Company

3rd
Score: 79.62% 
2024: 4th



AVIVA INVESTORS

2nd
Score: 79.92% 
2024: 3rd

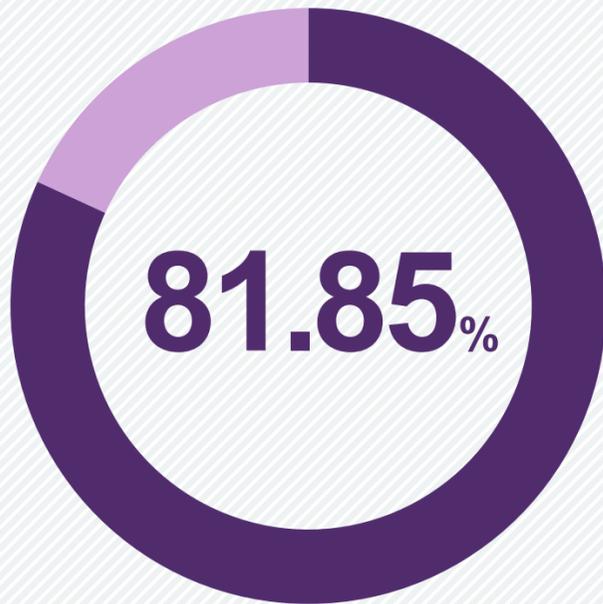


STATE STREET INVESTMENT MANAGEMENT

And our 2025 brand and digital intelligence leader is...

Living Ratings 2025 rankings: 1st

Digital excellence



Rank: Determined
2024: 5th (75.92%)



--- Average total scores across Top 100 firms

