

# PIMCO & ALLIANZ BRAND AWARENESS

## ALLIANZ BRAND WITH POSITIVE IMPACT ON PIMCO PERCEPTION

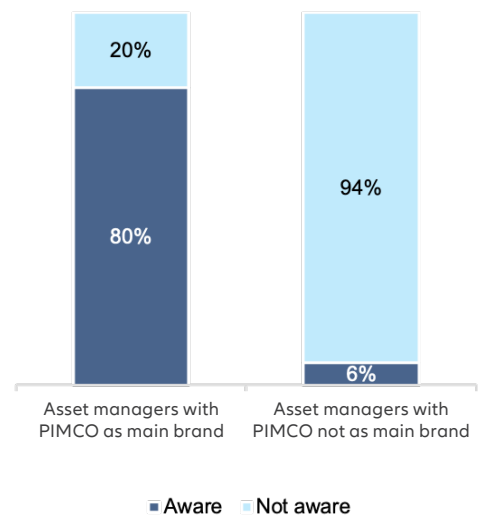
A study with asset managers around the world showed that awareness of Allianz and PIMCO affiliation is linked to “main brand” status, and has a positive impact on purchase intent.\*  
80% of the respondents who have PIMCO as their main brand in the portfolio already know about the Allianz-PIMCO affiliation. The stated impact of this affiliation on purchase intent is +10%.

From the group who doesn't have PIMCO as their main brand, 6% were aware of the link between Allianz and PIMCO. Out of these, 77% have indicated that awareness of this affiliation strongly and very strongly influences their decision to work with PIMCO.

The study was carried out in 2019 by Target Research with 400 respondents across 5 markets: USA, Germany, France, UK, Italy.

Munich, 26th May 2020

Awareness of Allianz-PIMCO relationship



\*The study contained an equal percentage of asset managers who have PIMCO as their main brand and of those who do not.