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The value of an investment and the income from it can fall as well as rise and you may not get back
the amount originally invested.

Henderson Global Dividend Index

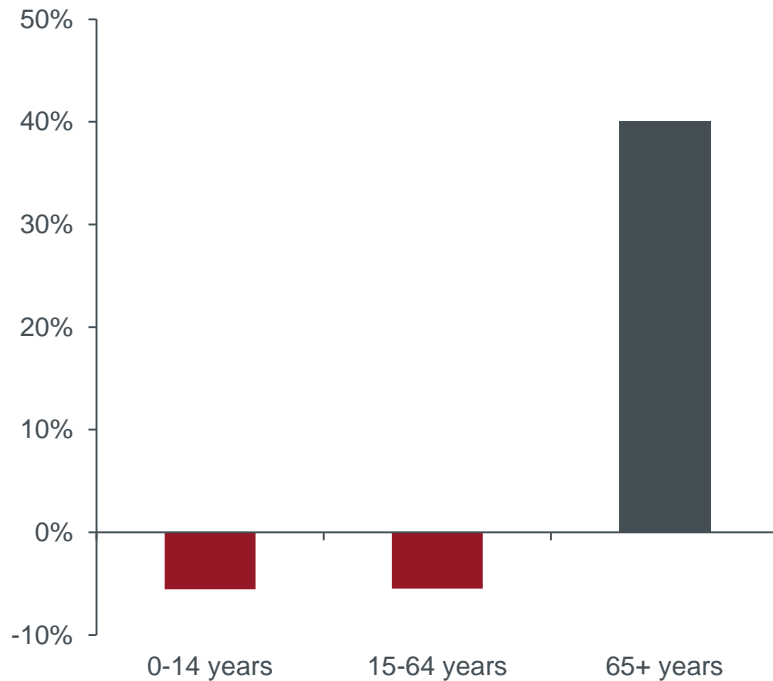
May 2017



The Challenge

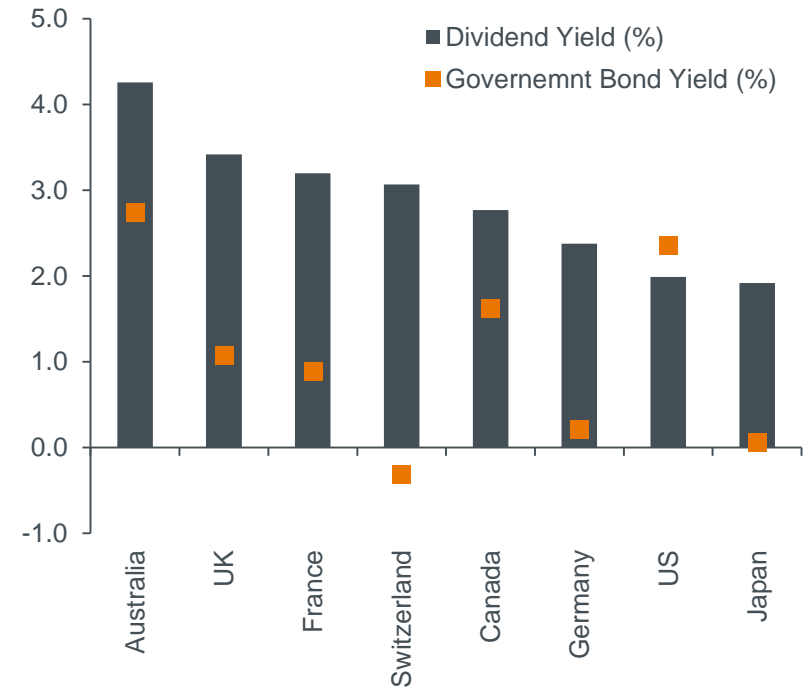
The challenge: need for income

European population 20-year growth forecasts (2015-2035)



Source: OECD, European Union, as at 2015

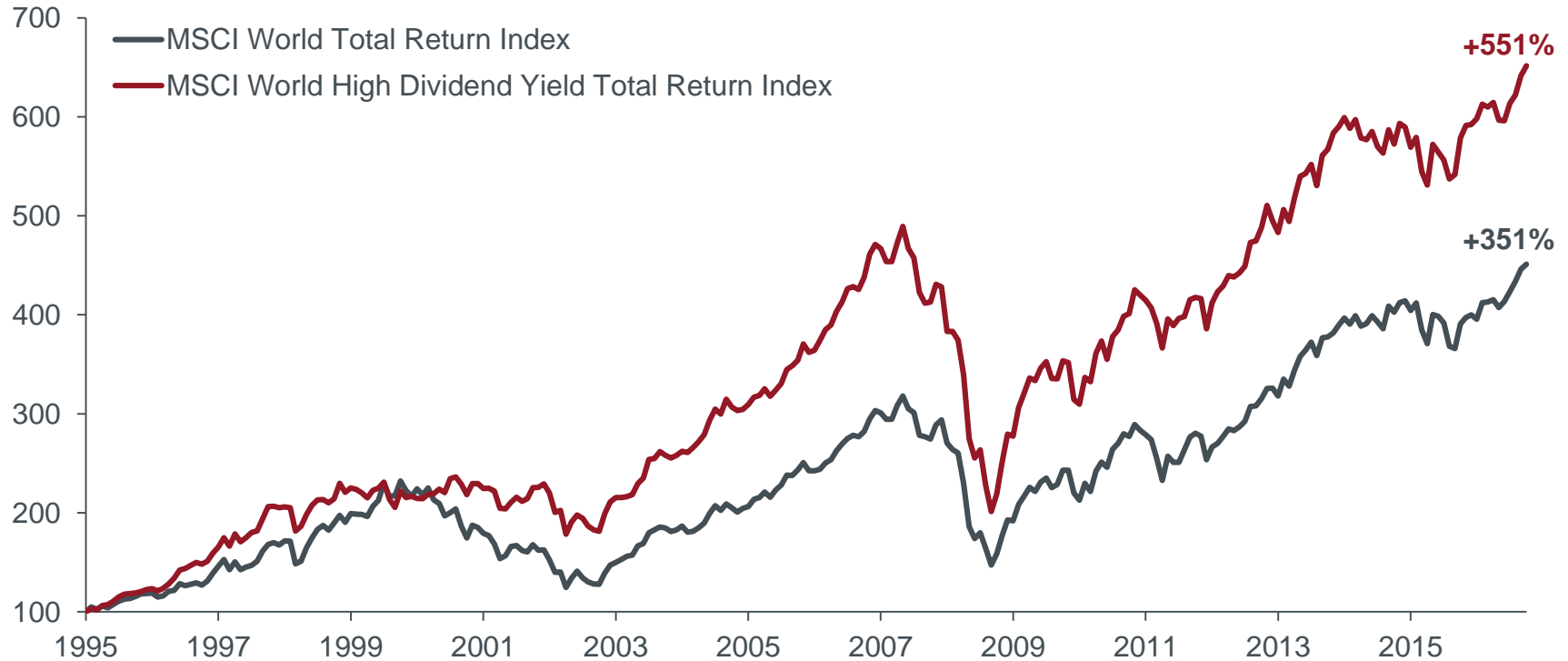
Dividend yields are above government bond yields



Source: Citi, as at 28 February 2017

The challenge: knowledge gap

Equity income strategies have outperformed over the long term



Source: Datastream, as at 31 March 2017

Note: Rebased to 100, as at 1 June 1995, in USD

Past performance is not a guide to future performance

Opportunity for Henderson

Knowledge.Shared- linked to education, transparency, thought leadership

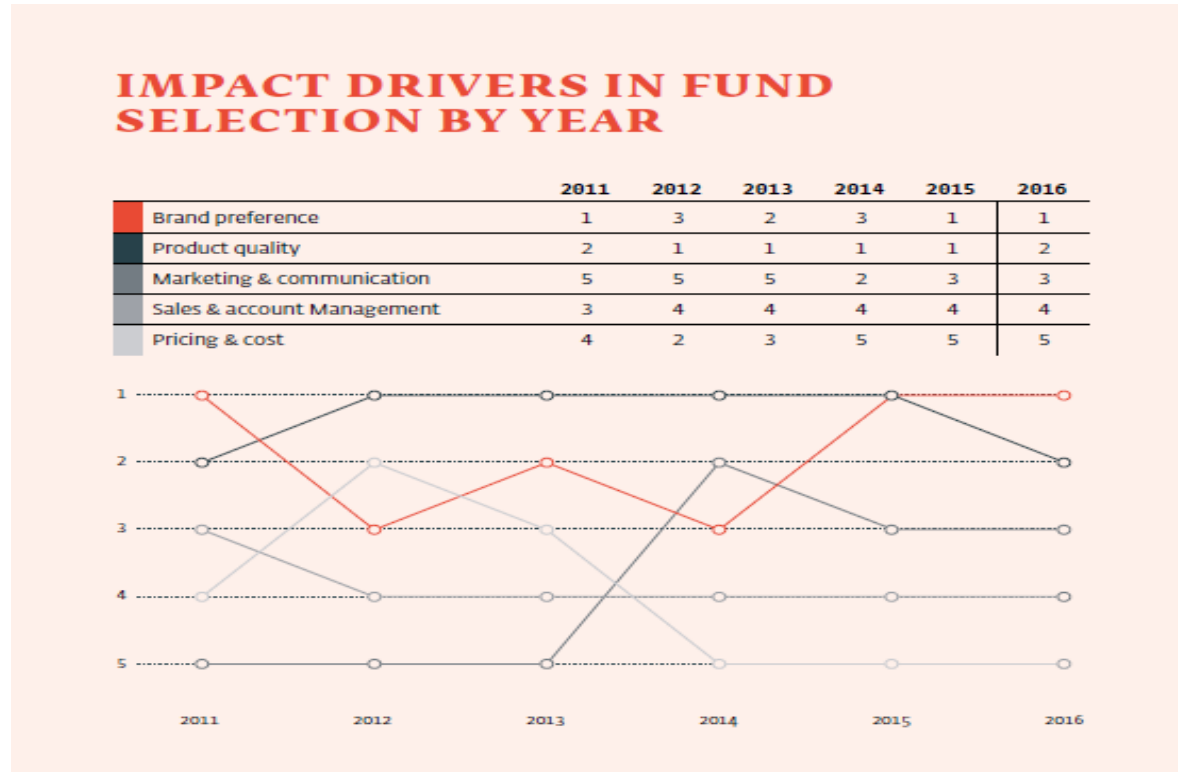
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Opportunity for Henderson

Marketing & communication 3rd driver for fund selection



Source: Fund brand 50- 2017 by Fund Buyer Focus



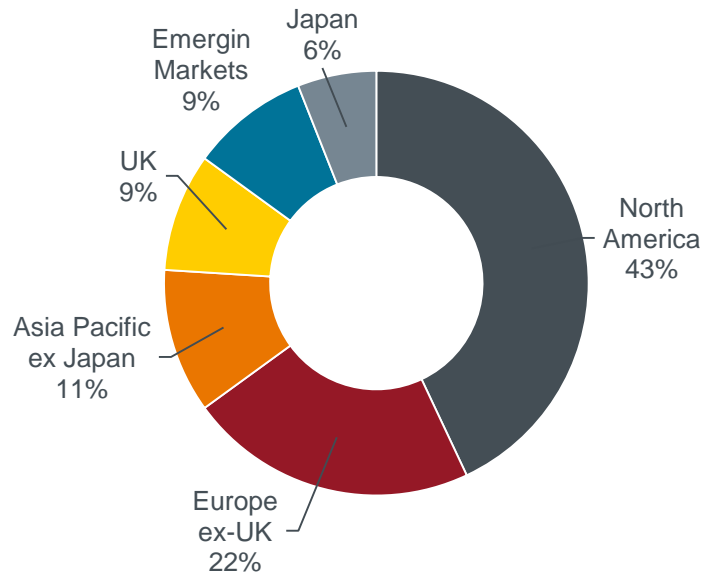
The Challenge



The report

Henderson Global Dividend Index – the report

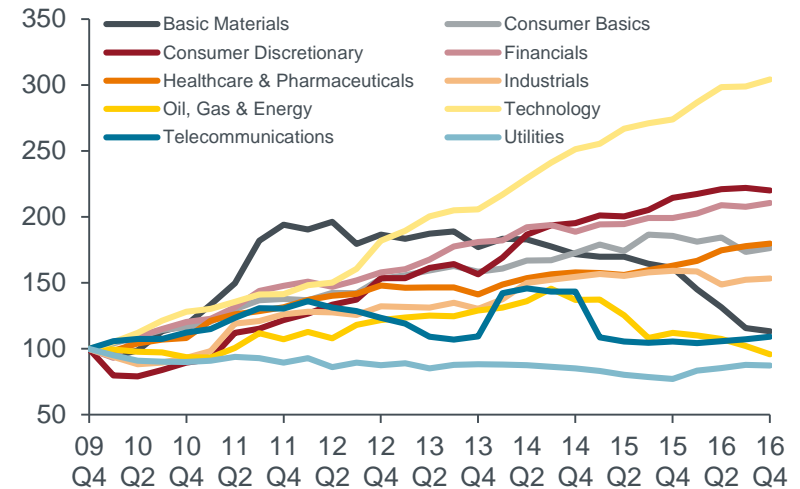
2016 dividends by region



“In Europe, there was solid growth, while the UK, Australia and emerging markets lagged behind”

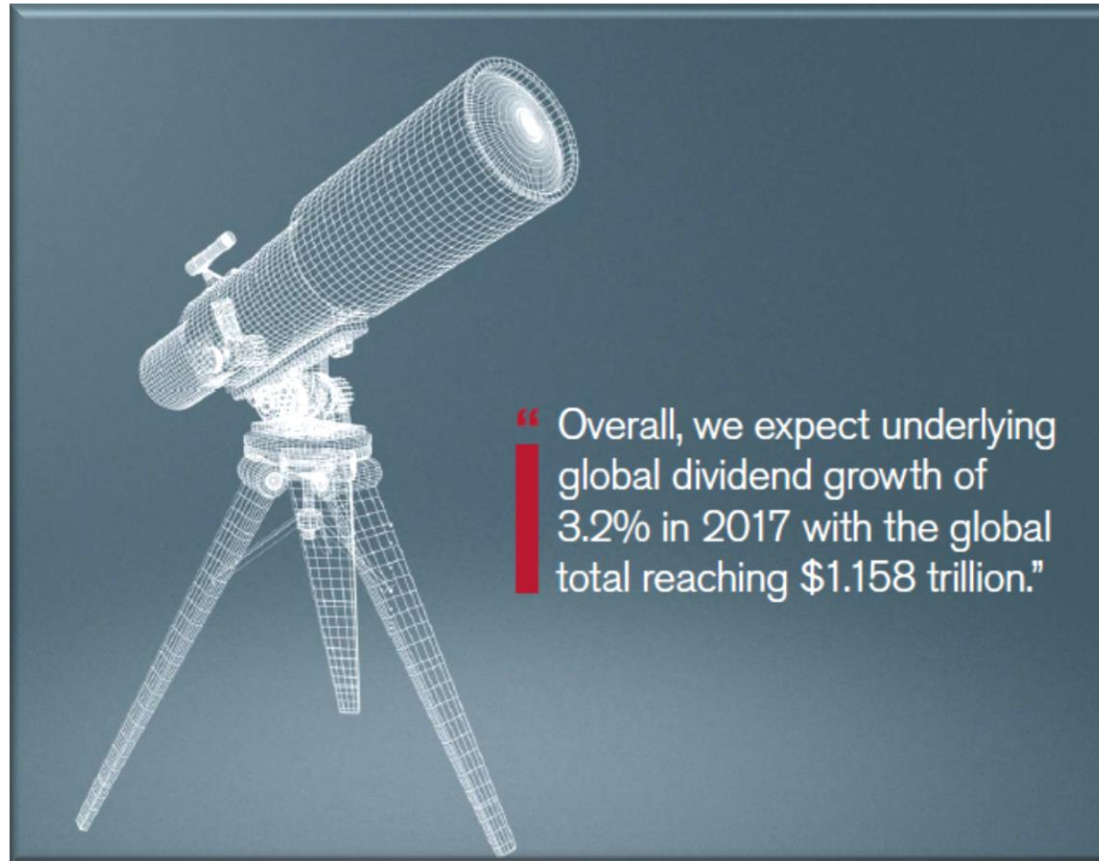
Source: Henderson Global Investors as at 31 December 2016. HGDI edition 13
This information does not qualify as an investment recommendation

HGDI – Total dividends by industry



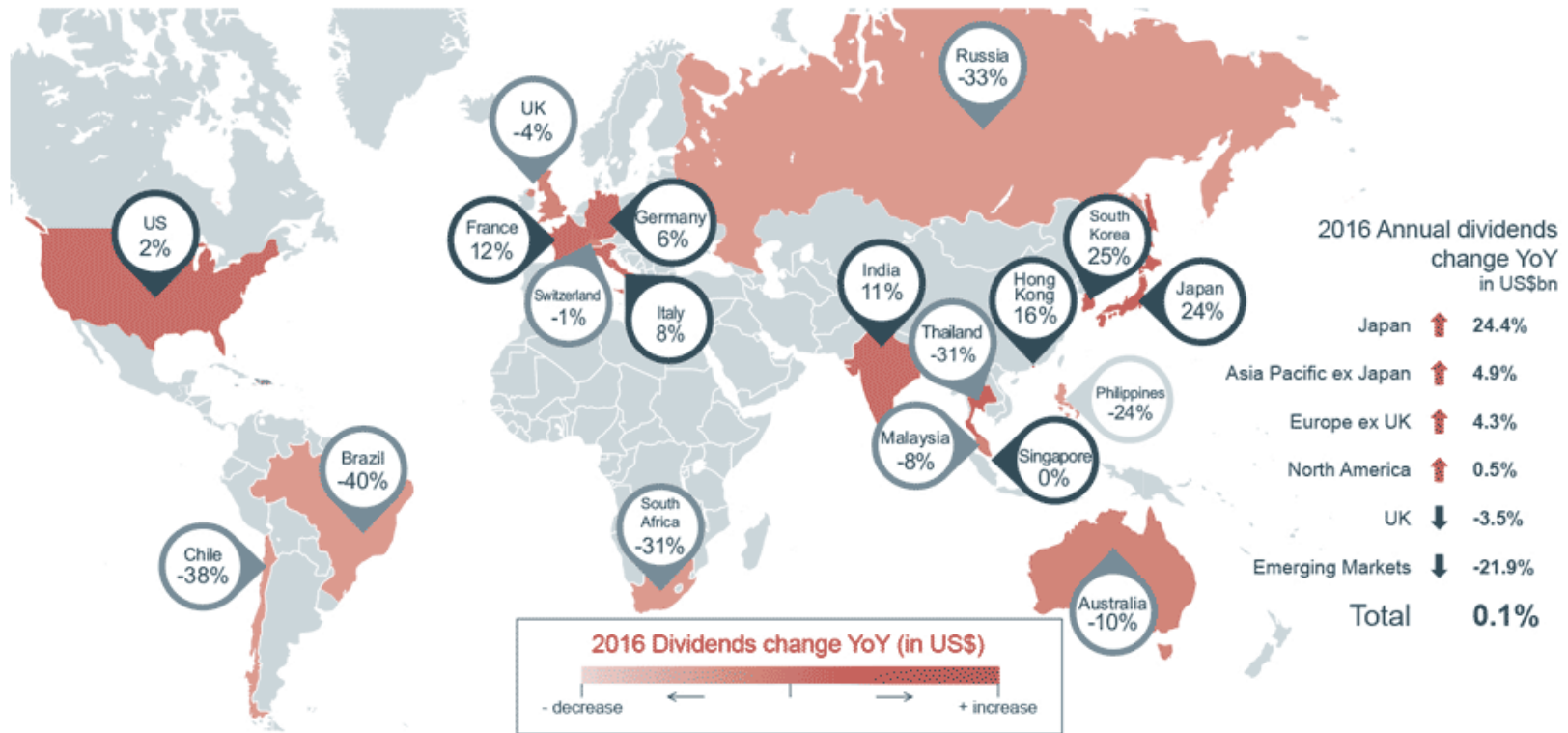
“Dividend growth was strongest in utilities, healthcare and technology. By contrast the energy and mining industries saw dividends fall in 2016, with emerging markets showing particular weakness”

Henderson Global Dividend Index – the report



Source: Henderson Global Investors as at 31 December 2016.
This information does not qualify as an investment recommendation

Global approach



Source: Henderson Global Investors as at 31 December 2016.
 This information does not qualify as an investment recommendation

Tailored approach



Source: Henderson Global Investors as at 31 December 2016.
This information does not qualify as an investment recommendation

The Challenge

The report

Communication
plan

Tailored communications for different audiences



Retail investors

Journalists

Professionals
Advisors

Professionals
Fund selectors

Global digital dissemination

Who are the top dividend payers?

Visit our website: [HGI.co.uk/advisers](#) | View the web version

For professional advisers only

The Henderson Global Dividend Index is a long-term study into global dividend trends. It is the first of its kind and analyses the dividends paid by the 1,200 largest firms by market capitalisation.

The winners and losers of dividend payers in Q3



- Has the strong dividend growth of the past three years continued?
- Which sectors and regions are the top dividend payers?
- Which are set to disappoint this year?
- Is the UK still a global leader in equity dividends?

[Download report](#) >



dividendenzahlungen

Ungefähr 208.000 Ergebnisse (0,33 Sekunden)

Top-Dividendenzahler - Henderson.com

[Anzeige](#) www.henderson.com/Download_Now ▾

Herunterladen: Langzeitstudie zu Globalen Dividentrends – HGDI 9.

Dividende – Wikipedia

<https://de.wikipedia.org/wiki/Dividende> ▾

Die Dividendenzahlung erfolgt meist am Tag nach der Hauptversammlung, ab dem 1. Januar 2017 wird mit Inkrafttreten des § 58 Abs. 4 S. 2 AktG n.F. die ...

[Dividendennachteil](#) - [Dividendenkontinuität](#) - [Abschlagsdividende](#)

Tailored communication strategy



INCOME FROM ALL ANGLES

Henderson Global Equity Income Fund

Click the arrows to find out more

The Henderson Global Dividend report
The Henderson Global Dividend Index is a long-term study into global dividend trends. It analyses dividends paid every quarter by the 1,200 largest firms by market capitalisation.
[Download the report here](#)

More about the fund

Legals

For professional advisers only. Investments can fall as well as rise.

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ATTACHMENTS RATE THIS

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Dividend trends & opportunities

Jane Shoemake
Investment Director

KNOWLEDGE. SHARED.

JANE SHOEMAKE
INVESTMENT DIRECTOR, GLOBAL EQUITY INCOME



The Challenge

The report

Communication
plan

Results

Results

Campaign
individual
metrics

UK website ranked 3rd out of 18th in terms of views*

Overall impact

French finance minister referenced research

Qualitative
results

“The Henderson Global Dividend Index is one of the most informative pieces of research on dividends in the market place. It provides original and extensive information on dividend payments globally that cannot be found elsewhere. This enables journalists to deliver well informed and interesting news and feature articles that are popular with readers.”

David Oakley, corporate affairs correspondent at the Financial Times

* Source: MS3 Insights

Thank you

KNOWLEDGE.
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