



iFlow

VISION

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Introducing iFlow Equities 2.0

Mapping Geographies and Sectors

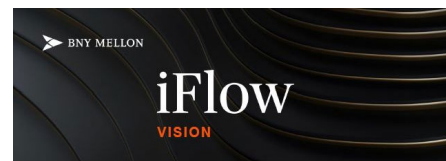
We are pleased to share iFlow Equities 2.0, BNY Mellon's revamped equity dataflow that will map investor behavior with significantly more granularity.

While iFlow Equities 1.0 provided country breakdowns only, Equities 2.0 adds regional aggregates, sectors, industry groups and even insights into single industries' net buying.

Our new framework assesses environmental, social and governance (ESG) demand patterns. In addition to aggregated ESG, iFlow Equities 2.0 also breaks down each individual E, S and G component by country and region.

iFlow Equities 2.0 covers 50 countries, 11 sectors, 24 industry groups and 69 industries. As with all iFlow data, Equities 2.0 applies filters, ensuring data is consistent with liquid market conditions.

To read *Introducing Equities 2.0*, click the thumbnail to the right.



DANIEL TENENGAUZER
Head of Markets Strategy



JOHN ARABADJIS, PhD
Head of Markets Macro
Strategy Product & Analytics



JULIETTE EASTWOOD
Senior Analyst, Markets Macro
Strategy Product & Analytics

Introducing Equities 2.0 Mapping Geographies and Sectors

Our revamped equity dataflow will map significantly more granular investor behavior. iFlow Equities 1.0 provided country breakdowns only. The 2.0 version will add regional aggregates, sectors, industry groups and even single industries' net buying.

ESG Investing at the Core of Equities 2.0

Our new framework will assess environmental, social and governance (ESG) demand patterns. In addition to aggregated ESG, we break down each individual E, S and G component by country and region. We also tag ESG flows by sectors globally and regionally.

iFlow Equities 2.0 covers 50 countries, 11 sectors, 24 industry groups and 69 industries. As with all iFlow data, Equities 2.0 applies filters, ensuring data is consistent with liquid market conditions. A few preliminary thoughts:

- **Inflation in Energy:** Energy flows indicate investors care most about inflation, information technology (IT) net buying collapsed in November 2021.
- **ESG in Europe:** Since January 2019, ESG investors have singled out developed countries in EMEA, particularly favoring them over emerging markets in Asia.
- **Environment vs. Utilities:** Work from home (WFH) likely raised environmental awareness toward utilities at the expense of energy.
- **Social to Healthcare:** The pandemic may have also changed investor perception of the healthcare sector, driving a large divergence from IT.
- **Cyclical Exceptionality:** The correlation between global equity consumer discretionary vs. consumer staples points to a unique cycle.

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