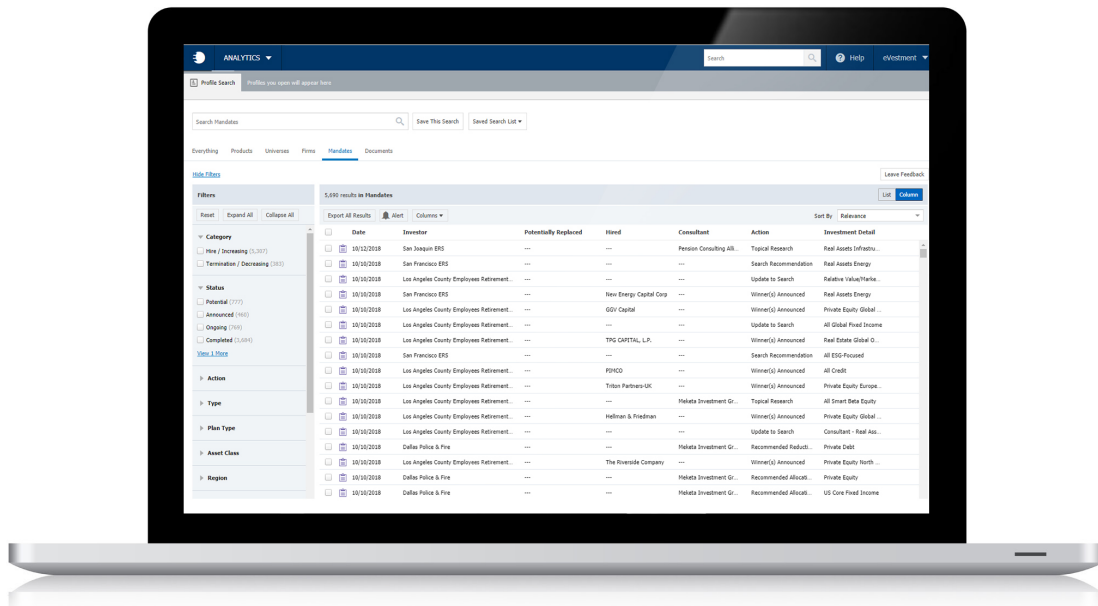


Market Lens

Product Overview

In their efforts to win and retain institutional assets, investment managers seek timely and accurate intelligence to piece together a realistic view of opportunities in the market. Market Lens is an all-in-one solution developed to offer insight into the three critical pillars of the institutional marketplace: the asset owner, the consultant and the managers. Providing targeted views into the relevant stakeholders, their relationships and market activities between them, Market Lens surfaces must-have intelligence to identify mandates before they are publicly announced, improve trend analysis, strengthen competitive positioning and ultimately, win more assets.



How Clients are Using Market Lens

Prospect & Monitor

- Find potential mandates before they are officially announced
- Understand what stage of the search process a mandate is in
- Track and follow changes to a specific mandate

Analyze

- Analyze your competition: their institutional investor clients, the mandates they are participating in and product ratings
- Understand consultant manager recommendations: who is on watch, who is on hold, etc.
- Understand consultant strategy preferences: where they are advising clients to allocate their portfolios

Research

- Research investor allocation trends and consultant preferences
- Perform comprehensive mandate trend analysis with consultant contributed mandate data
- Conduct deeper research into an investment strategy via integration with eVestment Analytics

Service

- Follow all potential investment activities for your clients



Market Lens Capabilities

The screenshot displays the 'Mandate Description' section for a search by Chicago Teachers & Callan. It includes a summary table with the following data:

Latest Action: Winner(s) Announced	Status: Completed	Amount: USD \$200 M	RFP Issue Date: 07/19/2017	Last Change: 06/21/2018
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Below this is the 'Mandate Description' section with the following details:

- Investor:** [Chicago Teachers](#)
- Investor Type:** Public Fund
- Consultant:** [Callan](#)
- Consultant Contact:** [\[Redacted\]](#)
- Plan Type:** ---
- Asset Class:** Fixed Income
- Region:** United States
- Investment Strategy:** US Core Fixed Income
- Allocation Change:** ---
- Download RFP:** [Click Here](#)
- Reason for Hire:** ---
- Comments:** Funding information for Core Fixed Income mandate

The 'Participants' section shows a table of firms:

Firm	Product/Fund	Potentially Replaced	Finalist	Winner	Amount	Link To Presentation
[Redacted]	View Profile		✓	✓	USD \$200 M	View Presentation
[Redacted]	View Profile		✓		USD \$200 M	View Presentation
[Redacted]	View Profile		✓		USD \$200 M	View Presentation

The 'History' section provides a timeline of updates:

Date	Status	Action	Comments	Document Link
06/21/2018	Completed	Winner(s) Announced	Funding information for Core Fixed Income mandate	View Document
04/17/2018	Completed	Winner(s) Announced	Disclosure of winner	View Document
01/18/2018	Completed	Winner(s) Announced	---	View Document
12/14/2017	Ongoing	Finalist(s) Announced	---	View Document

The Mandate profile lets you understand which stage of the search process a mandate is in. Not only can you see how the mandate has progressed over time, but you can also view the actual source of each update, giving you greater context into the reasons behind each action.

Public Plan IQ Integration

Aggregated competitive intelligence from the U.S., U.K. and Canadian public fund investors. The 35,000+ documents within Public Plan IQ include manager presentations, consultant recommendations and research, asset allocation, actual negotiated fees for thousands of institutional mandates, board minutes and more.

Integration with eVestment Platform

Throughout the Market Lens platform, users can link to Analytics profiles for deep manager research and trend analysis.

Investor Profiles

Coverage of top investor profiles with visibility into current and target asset allocations, manager rosters and fees paid.

All data as of October 2018 unless otherwise indicated.

About eVestment

eVestment, a Nasdaq company, provides a flexible suite of easy-to-use, cloud-based solutions to help the institutional investing community identify and capitalize on global investment trends, better select and monitor investment managers and more successfully enable asset managers to market their funds worldwide. With the largest, most comprehensive global database of traditional and alternative strategies, delivered through leading-edge technology and backed by fantastic client service, eVestment helps its clients be more strategic, efficient and informed.

Mandate Database

A database of 5,000+ institutional mandates, identified from asset allocation moves, manager replacements and strategy shifts. Backed by our fact-based public plan database, Market Lens provides context and confidence to find only the most qualified opportunities.

Consultant Profiles & Ratings

Coverage of top consultant profiles with insights into watch list placements and a history of recommended/hired managers, and a database of 4,000+ consultant product ratings.

Manager Profiles

A complete view into a manager's institutional clients, their product rating by consultant and the mandates they are participating in.