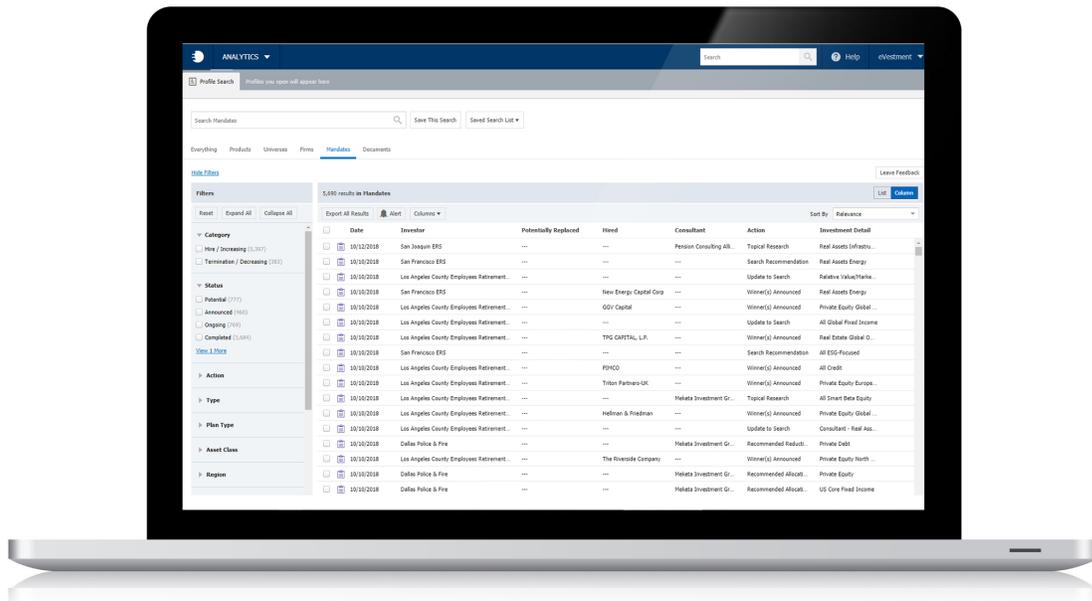


Market Lens

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 shows a detailed view of a mandate profile. At the top, it displays key metrics: Latest Action (Winner(s) Announced), Status (Completed), Amount (USD \$200 M), RFP Issue Date (07/19/2017), and Last Change (06/21/2018). Below this is the 'Mandate Description' section, which includes fields for Investor (Chicago Teachers), Investor Type (Public Fund), Consultant (Callan), Asset Class (Fixed Income), Region (United States), Investment Strategy (US Core Fixed Income), and Allocation Change. A 'Participants' table lists three firms: Wellington Management Group LLP, AQR Investments LP, and Wellington Management Group LP, with columns for Potentially Replaced, Finalist, Winner, Amount, and Link To Presentation. A 'History' table at the bottom tracks updates from 12/14/2017 to 06/21/2018, detailing the status, action, and comments for each update.

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 50,000+ documents within include manager presentations, consultant recommendations and research, asset allocation, actual negotiated fees for thousands of institutional mandates, board minutes and more.

Mandate Database

A database of 9,000+ 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.

Integration with eVestment Platform

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

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 7,000+ 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.

Investor Intelligence

Coverage of nearly 500 public pensions with visibility into current and target asset allocations, manager rosters and fees paid, along with 6,500+ corporate plans (DB & DC).

All data as of July 2019 unless otherwise indicated.

About eVestment

eVestment, a Nasdaq company, provides institutional investment data, analytics and market intelligence covering public and private markets. Asset managers and general partners reach the institutional marketplace through our platform, while institutional investors and consultants rely on eVestment for manager due diligence, selection and monitoring. eVestment brings transparency and efficiency to the global institutional market, equipping managers, investors and consultants to make data-driven decisions, deploy their resources more productively and ultimately realize better outcomes.