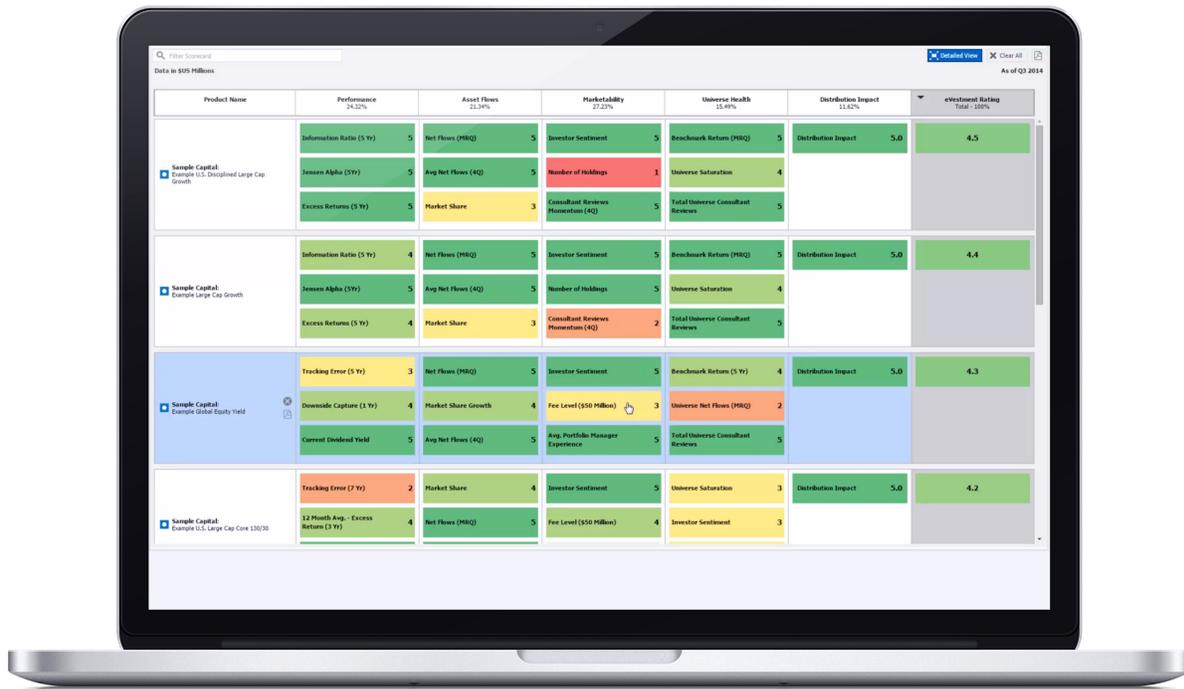


Scorecard

Product Overview

Success is determined by much more than performance numbers. Powered by the combined intelligence of eVestment solutions, Scorecard provides a visualization of the factors indicative of product strength. The eVestment Scorecard model analyzes 120+ metrics, determining which variables are most predictive of asset flows in a particular universe. View the score for individual products or across entire product lineups to see an apples-to-apples comparison across multiple strategies. Or, custom-weight categories and metrics to create your own models based on your own criteria.

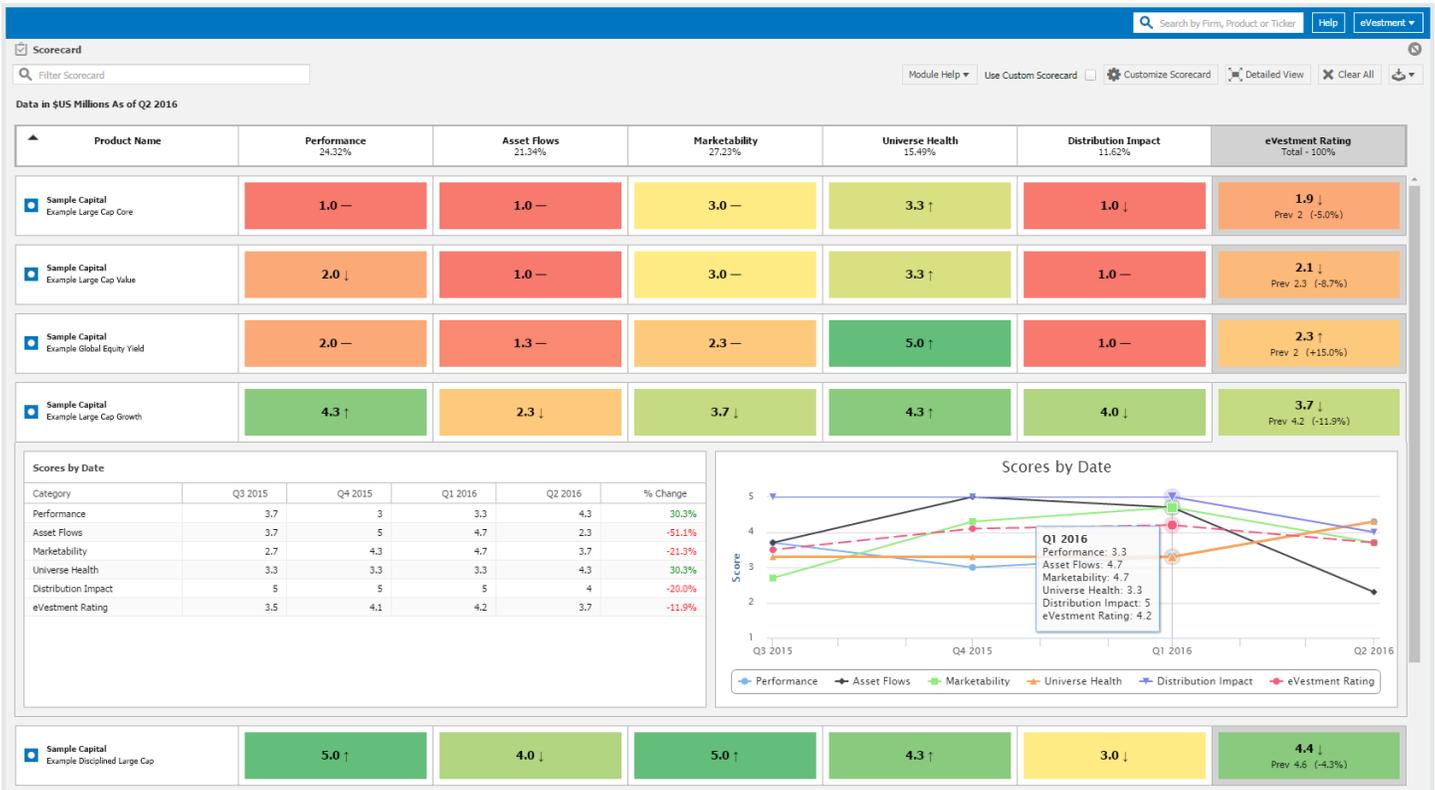


How clients are using Scorecard

- **Identify products with greatest potential for growth.** The eVestment Scorecard model analyzes 120+ metrics, determining which variables are most predictive of asset flows in a particular universe.
- **Isolate the effectiveness of distribution efforts.** More clearly identify opportunities to adjust sales and marketing focus to produce the greatest impact.
- **Create your own scoring system.** Customize the eVestment Scorecard model by adjusting the weightings across categories and metrics. Measure products against internal criteria or variables you know are most relevant.
- **Visualize entire universes of managers at a glance.** View ratings for current and potential products on performance, qualitative factors, universe health and operational risks.
- **Perform deeper due diligence.** Tie together underlying insight and intelligence from across eVestment solutions into one manageable interface.



Scorecard Capabilities



Rate on Predictive Attributes

Rate products across Performance, Asset Flows, Marketability, Universe Health and Distribution Impact. Drill down to find out which factors are most predictive of success in a universe.

Measure Effectiveness

Determine the effectiveness of efforts through trend analysis measurement. Align sales and marketing resources to produce the greatest impact and identify opportunities to adjust focus.

Identify Product Potential

Assess products through unique universe factors. Combine our proprietary intelligence with traditional metrics — giving you a more complete understanding of product potential.

Create Custom Scorecards

Adjust weights of categories to review entire universes of managers on 120+ metrics. Measure against internal criteria or the variables most important to your own methodologies.

Capitalize on Opportunities

Product strategy decisions regarding resource allocations are critical. Decide when, where and how to launch new products to the marketplace or promote existing products.

Improve Due Diligence

Quickly compare managers and see the health of their universes. Visualize current lineups as well as potential managers that should be on your radar on an ongoing basis.

About eVestment

eVestment 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.