

## S&P Equity Research Services

Dedicated to providing clients with timely, objective, and actionable investment intelligence, Standard & Poor's Equity Research Services delivers a broad range of strategies and recommendations which enables clients to navigate and seek success in even the most complex global markets.

Standard & Poor's serves clients across the globe in every segment of the institutional and retail financial sectors through three main areas:

### Global Equity Research

Standard & Poor's Equity Research provides a single authoritative source of unbiased independent equity analysis and opinion. A worldwide team of 100 equity analysts covers approximately 2,000 stocks globally. Neither Standard & Poor's nor its parent company, The McGraw-Hill Companies, conducts any investment banking or securities underwriting activities. This independence allows Standard & Poor's to render uncompromised equity opinions and recommendations.

Standard & Poor's provides multi-asset class global research, analysis, strategies, and services to retail and wealth management institutions and advisors, as well as individual investors. S&P leverages its insight into securities with unique holdings-level analysis of investment products, providing more transparency and deeper understanding of performance. S&P covers a range of asset classes including equities, exchange-traded funds, mutual funds, variable annuities, and options.

### Fund Management Ratings

Offering a unique combination of qualitative and quantitative analysis, Standard & Poor's fund ratings identify funds that are likely to consistently achieve their objectives. These ratings are based on in-depth interviews with fund management, focusing on investment philosophy, effectiveness of management, and quality of overall investment process. Standard & Poor's Fund Management Ratings provides fund ratings to the investing public on behalf of asset managers.

### S&P Investment Advisory Solutions

Standard & Poor's leverages its intellectual capital to create model portfolios and customized investment solutions and strategies for leading asset management, mutual funds, and insurance firms, among others. Working with clients' requirements, S&P performs independent analysis and creates custom-tailored recommendations.

Standard & Poor's Equity Research Services was the leading independent provider in *The Wall Street Journal's* 2009 "Best on the Street" Analyst Survey, with 19 analysts winning in 22 different industry categories

### MarketScope® Advisor

MarketScope Advisor (MSA) is an online platform that provides financial advisors with investment intelligence on multiple asset classes and comprehensive portfolio analysis tools. MSA enables financial advisors to stay connected to the market, make investment decisions, and grow their practice by giving them access to:

- S&P's award-winning equity research
- Intra-day market commentary, news, and analysis
- Information on 5,000 stocks, 500 exchange-traded funds, 21,000 mutual funds, and 60,000 variable annuities
- Workflow tools



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