

WE PLEDGE TO

LEAD

BY HARNESSING OUR COLLECTIVE INTELLIGENCE AND GLOBAL REACH

INTELLIGENCE POWERED BY *ALADDIN*

From our earliest days, we've worked to build and improve a common technology platform that allows us to think, act and mobilize global resources as one firm. *Aladdin* is akin to a central nervous system that unites the information, people and technology needed to manage money in real time and at every step in the investment process. It powers and empowers collective intelligence — connecting different teams and time zones on a single platform — so everyone benefits continuously from the person sitting next to them and the person sitting halfway around the world. It enables our employees and clients to:

- **Communicate Better:** people, data and processes are instantly and transparently united so everyone works from the same playbook, speaks the same language and uses the same data
- **See Clearer:** our teams see the markets and the whole investment process more clearly, giving real-time insights into exposures and risks across every product and asset class
- **Work Smarter:** provides information needed to make better investment and risk management decisions at investors' fingertips, helping everyone focus their time and "mind share" on what matters most to clients
- **Move Faster:** unique ability to process data with consistency, efficiency and speed on a single, shared system
- **Scale Further:** helps power growth and drive efficiency



PEOPLE + TECHNOLOGY + PROCESS

"*Aladdin* powers our collective intelligence and our collective intelligence powers *Aladdin* — it's the common platform linking portfolio managers, traders, compliance officers, account managers, executives and, ultimately, our clients, to the information and risk management they need."

ALADDIN



TO APPLY OUR BEST THINKING IN A RAPIDLY CHANGING WORLD.

BRINGING INVESTORS THE BEST OF BLACKROCK

The best solutions are driven by a collection of diverse insights. BlackRock not only offers global breadth and depth of expertise, but works hard to apply the information and ideas we generate across geographies and businesses to meeting our clients' objectives. This connectivity keeps us at the forefront of change and allows us to look at and address every investment problem from a perspective informed by our shared expertise.

80+

**KNOWLEDGE
EXCHANGE EVENTS
SINCE BII INCEPTION**

BLACKROCK INVESTMENT INSTITUTE (BII)

The BlackRock Investment Institute was created with a single goal: to harness the best insights from our global investment teams through robust dialogue and apply them to driving investment performance for our clients. BII is a global platform that allows our portfolio managers to stay connected, informed and on the cutting edge of investment thinking. Through topical investment forums and workshops, teams from around the world come together to debate and collaborate, enabling BlackRock to identify key market themes. BII deepens BlackRock's direct engagement with clients through high-value research, meetings with investment strategists and larger conferences where our investors share their perspectives with clients.

1,600

**INVESTMENT
PROFESSIONALS**



KNOWLEDGE EXCHANGE

"Our Daily Global Meeting offers our 1,600 investment professionals a chance to discuss market developments in real time and share diverse, global investment insights, helping us translate expertise from one part of the world into foresight and action in another."

BLACKROCK INVESTMENT
INSTITUTE

