

Develop differentiating product narratives with

HOLDINGS ANALYSIS

You already deconstruct your returns to understand attribution, but attribution doesn't explain how your team's decisions set you apart from peers. With eVestment Holdings Analysis, pinpoint the narrative that truly differentiates your equity products.

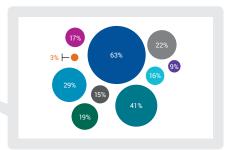
Allocation decisions vs. your peers



Portfolio characteristics vs. your peers



Equity holdings and ownership weights vs. your peers



USE HOLDINGS ANALYSIS TO

Position your product.

Craft product narratives around the decisions your portfolio team is making that are different from those of peers.

Differentiate your team.

Use sector, style and region comparisons to identify which allocation choices best demonstrate your team's independent thinking.

Find a great story.

Develop a stock-picking story about a position you know most peers weight differently — or don't hold at all.

Validate your discipline.

Leverage peer comparisons to show your team's disciplined adherence to its stated investment philosophy – not chasing returns.

POWER PACK



Combine Holdings Analysis Market Lens for even stronger product positioning.

Once you've developed unique product positioning with Holdings Analysis, use eVestment Market Lens to compare your narrative and pitch deck against those of your peers — and confirm you're telling a different story.

Develop a differentiated product narrative:

solutions evestment.com

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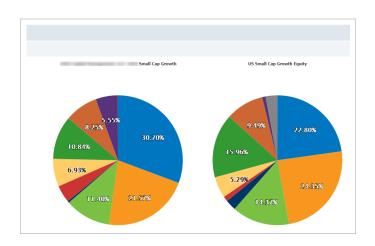
Technical Brief

eVestment Holdings Analysis deconstructs equity manager performance versus not only benchmarks, but also peer averages. This provides insight into where the portfolio team's decisions are typical of other active peers and where the team demonstrates more independent thinking about sector, region and style allocations. Holdings Analysis can also be used to validate a team's discipline around its stated process and generate charts showing that discipline for client communications.

Capabilities

Allocations vs. Peers

Understand how the product portfolio allocations differ from an average portfolio in the universe.



Impact of Stock Selection

View the top contributors and detractors to performance.

Top Contributors	
••• Actions ▼	
Contributors	Impact
North America-Selection	7.01%
Small Cap Core-Selection	2.37%
Mid Cap Core-Selection	2.35%
Utilities-Allocation	2.26%
Utilities-Selection	1.93%
Show More Top Detractors	
Top Detractors	Impact
Top Detractors ••• Actions ▼	Impact -1.05%
••• Actions ▼ Detractors	· · · · · · · · · · · · · · · · · · ·
Top Detractors Actions ▼ Detractors Consumer Discretionary-Selection	-1.05%
Top Detractors ■■● Actions ▼ Detractors Consumer Discretionary-Selection Consumer Staples-Selection	-1.05% -0.50%

HOLDINGS ANALYSIS

Portfolio Characteristics vs. Peers

Understand how product portfolio characteristics differ from those of an average peer portfolio.

Allocation Over Time

Track style, sector or region allocations over time to validate discipline around the product's stated investment philosophy.



Holdings Comparison

Understand a product's holdings in relation to how often those securities are held by other managers in the universe.



(Note that specific securities data is viewable only to consultants and investors. Asset managers cannot see the portfolio holdings of other asset managers.)

HOLDINGS ANALYSIS

Active Share

Understand the stock selections that have contributed most to the product's active share.



Top Holdings in the Universe

View the most frequently held securities in the universe, with the percentage of products holding the position, the average weight and weight changes quarter over quarter.

