

# A WHOLE NEW VIEW ON RISK

# BLACKROCK®

*“Technology is going to change the way we invest”*

—Larry Fink

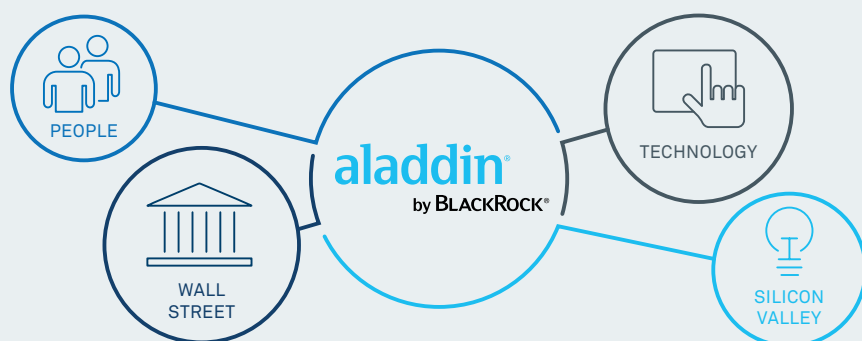
BlackRock is trusted to manage more money than any other investment firm—over \$4.73 trillion.<sup>1</sup> Every day, these assets—alongside the assets of some of the world’s largest institutional investors—are analyzed on our risk management platform, **Aladdin®**.

## What is Aladdin and What Does it Do?

- ▶ Part people, part technology. Part Wall Street, part Silicon Valley.
- ▶ Aladdin is a sophisticated risk analytics system that connects the information, people and technology needed to manage money in real time.
- ▶ Aladdin analyzes millions of financial securities across all global markets every day.
- ▶ Aladdin does not tell you how to take risk, but provides a clearer picture of where it’s coming from.
- ▶ Aladdin can be used to **help your advisor build your portfolio** not for the markets we’ve seen in the past, but those we expect to see going forward.

## Who uses Aladdin?

- ▶ BlackRock’s investment professionals who manage over \$4.73 trillion in client assets<sup>1</sup>
- ▶ Companies like Google and Prudential to help manage risk on their balance sheets
- ▶ Many of the world’s largest insurers, pensions and endowments
- ▶ Government entities in the U.S., Greece, Ireland and across Europe who needed guidance in the midst of recent financial crises
- ▶ Other asset managers—yes, our competitors
- ▶ **For the first time ever, financial advisors like yours**



## Why Does it Matter?

- ▶ BlackRock strives to help all clients—from large institutions to families like yours—protect their money and achieve their goals.
- ▶ We believe that the collective intelligence of Aladdin, when combined with insight into your unique financial situation, has the potential to help your advisor **see clearer and invest smarter on your behalf.**

## The Aladdin Story

BlackRock began nearly 30 years ago, with just eight people in a single room who had a passion for understanding and managing risk. They believed they could build a better asset management firm, backed by a technology platform that integrated risk, investment and client management. Their passion grew to become Aladdin.

We believe risk management is not about avoiding risk. It's about **understanding risk more deeply** when making investment choices.

## Want to know more?



[blackrock.com](http://blackrock.com)

<sup>1</sup> Source: BlackRock assets under management as of 3/31/16.

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