

Pitch Builder

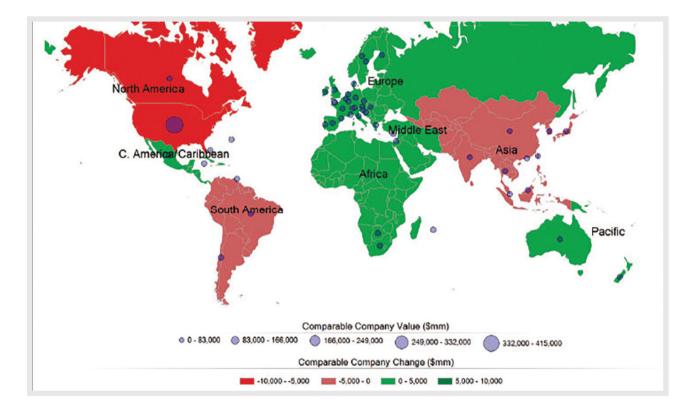
Easily create professional, custom-branded pitchbooks

Our Pitch Builder reporting solution allows users to save time on building, refining, and customizing sales presentations. Easily generate detailed pitchbooks to target investors and analyze ownership for corporate access and capital markets origination. Exportable pitch book formats are PDF, Excel, Word, and Powerpoint.

Analyze ownership data

- Top holders institutions and mutual funds
- Top buyers and sellers

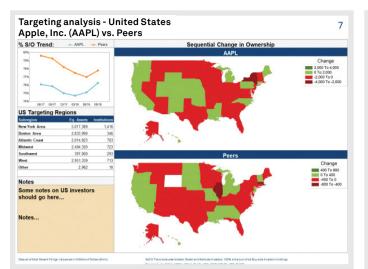
- Historical ownership trends
- Analyze investor base by geography, style, turnover



Target and analyze investors

- Target investors by purchasing power, over/under-weight analysis
- Custom algorithms built to filter and search for subsets of potential investors

- Map clients by region and sector
- Filter for top client accounts
- Filter top investors by industry or peers



% S/O Trend: AAPL - Peers	Top Peer Holders						
	Parent Institution	Mutual Fund	Equity Assets	AAPL Value	Peers Value	Portfolio Managers	
10%	Boston Partners Global Investors, Inc.		89,818	2.5	1,288.6		
145 156 105 69 69 6017 0017 1277 5318 6018 5616		John Hancock III Disciplined Value Fund	15,221		234.0	 Mark Donovan David Pyle 	
		John Hancock Funds III - John Hancock Disciplined Value Mid Cap Fund	13,066		188.2	 Stavan Pollack Joseph Feeney 	
		Robeco Capital Growth Funds - US BP Premium Equities	7,612	1	156.8	 Duillo Ramalio 	
Boston Area Details			976,855	23,045.6	1,171.6		
Hardware and Equipment Apple, Inc. Peers		Fidelity Series Intrinsic Opportunities	13,313	28.5	281.3	 Joel Tillinghast 	
60,864 🔱 47,519 🖖 4,858 🖖		Fidelity Contratund	129,309	3,545.1	114.8	 William Daroff 	
Metro Area Eq. Assets Boston MA 2,749.505		Fidelity Dividend Growth Fund	6,836	252.4	73.2	 Gordon Scott 	
	Wellington Management		530,870	4,068.9	961.8		
		Vanguard Wellington Fund	68,339	945.2	602.2	 EdwardBousa John Keoch 	
Notes Boston Area is an ideal location		Hartford Dividend & Growth Fund	8,480	119.2	84.9	DonaldKilbride EdwardBousa	
Boston Area is an ideal location for a road show because		JNL/WMC Balanced Fund	5,209	70.3	51.9	EdwardBousa MichaelStack	
Notes							

Top 30 Institutional

Ownership of Peers			Peer 1		Peer 2		Peer 3		Peer 4	
	Equity	Peer								
Institution	Assets	Value				Value Δ				
The Vanguard Group, Inc.	1,497,833	31,768.3	5,578.8	121.3	4,897.7	669.2	3,228.5	82.2	2,964.4	-19.1
State Street Global Advisors (SSgA)	938,907	26,778.1	4,710.2	-437.4	3,557.4	-352.4	2,554.2	-178.7	2,352.9	-139.
BlackRock Fund Advisors	1,194,883	22,161.7	4,074.9	34.7	3,253.9	-58.4	2,371.3	25.6	2,105.9	-57.
Fidelity Management & Research Company	809,853	20,267.0	2,170.8	-306.2	3,752.6	-8.6	945.9	-186.3	608.8	-129.
Capital World Investors (U.S.)	547,125	15,981.9	9,999.4	-1,245.4	261.3	123.5	429.4	-408.8	2,106.3	168.
Wellington Management Company, LLP	402,168	12,345.3	1,070.3	99.1	3,812.6	83.0	827.6	-679.0	697.9	546.
T. Rowe Price Associates, Inc.	479,260	9,777.0	1,548.3	-407.1	1,341.0	134.4	998.6	-899.3	325.3	-184.
Capital Research Global Investors (U.S.)	390,231	8,492.4	3,150.9	-283.1	1,006.5	-	-	-	817.8	106
Northern Trust Investments, Inc.	286,579	7,359.1	1,421.3	-91.7	1,079.7	-60.2	662.0	-51.2	827.6	-67
J.P. Morgan Investment Management, Inc.	221.394	6.037.5	2,050.1	16.0	866.2	61.2	430.9	-383.4	38.2	-11
MFS Investment Management	239,090	5,149.2	.5	.1	1,870.2	20.2	319.2	-4.2	1,165.1	61
TIAA-CREF Investment Management	253,403	5,059.0	1,208.4	-16.7	649.9	49.7	649.0	-40.1	414.2	-101
AllianceBernstein, L.P. (U.S.)	138.651	4,786.6	966.7	61.3	1.065.5	386.9	506.0	11.3	153.1	
BlackRock Advisors, LLC	262,401	4,626.2	1,341.3	34.6	770.2	-50.5	521.1	-35.1	448.1	29
Norges Bank Investment Management (Norway)	524,282	4,586.4	890.5	-559.9	671.2	-77.9	502.5	-42.1	420.1	-34
Geode Capital Management, LLC	165,561	4,519.6	829.0	6.5	682.5	5.5	489.1	4.3	428.6	-9
Mellon Capital Management Corporation	172,004	4,247.2	760.0	52.4	563.6	-16.5	377.A	8.1	465.6	49
Columbia Management Investment Advisers, LLC	152.541	3,971.6	717.5	65.0	734.1	141.5	286.7	138.5	273.5	87
Jennison Associates, LLC	107,691	3,913.4	42.8	.1	62.9	-7.2	-	-477.2	914.2	-42
Invesco Advisers, Inc.	177.017	3.443.7	72.5	-45.4	524.4	-42.8	982.0	-4.5	373.3	-18
BNY Asset Management	121,247	3,211.5	662.1	-5.8	460.8	-17.6	277.6	7.5	375.8	-19
Davis Selected Advisers, L.P.	39,772	3,177.9			856.0	-1,618.7	-		854.6	-112
BlackRock Investment Management (U.K.), LTD	327,034	3,170.8	508.5	-78.6	577.7	-2.6	348.0	22.2	350.2	23
Invesco PowerShares Capital Management, LLC	80.647	2.879.6	175.7	144.9	72.5		820.8	-10.8	660.5	-25
Magellan Asset Management Pty., LTD	14.661	2,793.5	1.00	1.0		-	1,105,1	42.9		
Lecal & General Investment Management, LTD	282,319	2,726.8	509.4	-15.3	410.7	-13.3	267.1	-7.4	264.3	-15
Delaware Investments	57,793	2,709.9	19.3	-3.0	494.2	-5.5	852.4	201.2	44.7	-4
Viking Global Investors, L.P.	24.095	2,477.4			-				-	

2	Investor At					
3						
4						
6 Investor Name	Equity Assets Style	City	Metro Area	State	Country	Region
7 The Vanguard Group, Inc.	3,109,135 index	Malvern	Philadelphia PA/Wilmington DC	Pennaylvania	United States	North Americ
8 BlockRock Fund Advisors	2,049,004 Index	San Francisco	San Francisco/San Jose CA	Colfornia	United States	North Americ
9 State Street Global Advisors (SSgA)	1,377,120 index	Docton	Boston MA	Massachusetts	United States	North Americ
10 Fidelity Management & Research Company	976,855 Growth	Beston	Boston MA	Messechusells	United States	North Americ
11 T. Rowe Price Associates, Inc.	744,200 Growth	Datimore	Delimore MD	Maryland	United States	North Americ
12 Norges Bank Investment Management (Norway)	601.069 Value	Oslo	Osio		Nerway	Europe
13 Capital World Investors (U.S.)	660,350 Value	Los Angeles	Los Angeles/Pasadene CA	Coltornia	United States	North Americ
14 Wellington Management Company, LLP	530,870 Value	Boston	Boston MA	Massachusetts	United States	North Americ
15 Capital Research Global Investors (U.S.)	465,672 GARP	Los Angeles	Los Angeles/Pasadena CA	California	United States	North Americ
16 Dimensional Fund Advisors, L.P. (U.S.)	442,651 Value	Austin	Austin TX	Texas	United States	North Americ
17 BlackRock Investment Management (U.K.), LTD	429,137 Growth	London	London		United Kingdom	Europe
18 Geode Capital Management, LLC	405.069 index	Boston	Boston MA	Messechusetta	United States	North Americ
19 Northern Trust Investments, Inc.	394,431 Index	Chicago	Chicago L	minole	United States	North Americ
20 BlackRock Advisors, LLC	328.834 Value	New York	New York/Southern CT/Northern NJ	New York	United States	North Americ
21 TIAA-CREF Investment Management, LLC	326,543 Growth	New York	New York/Southern CT/Northern NJ	New York	United States	North Americ
22 J.P. Morgan Investment Management, Inc.	287,969 Grewth	New York	New York/Southern CT/Northern NJ	New York	United States	North Americ
23 MFS Investment Management	287,807 Value	Boston	Boston IIA	Massachusette	Unded States	North Americ
24 Capital International Investors	220,929 Growth	San Francisco	San Francisco/San Jose CA	California	United States	North Americ
25 Columbia Threadneedle Investments (U.S.)	217,855 Value	Boston	Boston MA.	Massachusetta	United States	North Americ
C Legal & General Investment Management, LTD	212,732 index	London	London		United Kingdom	Europe
27 BNY Mellen Asset Management North America Corporation	203,710 Index	Beston	Boston MA	Massachusetta	United States	North Americ
28 Janus Capital Illanagement, LLC	189,145 Appressive Growth	Denver	Denver CO	Colorado	Unded States	North Americ
29 Charles Schwab Investment Management, Inc.	186,882 Index	San Francisco	San Francisco/San Jose CA	California	United States	North Americ

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