

## **Factor Investing**

Investing has never been a sure thing. And the industry has always been

searching for an advantage. But there are no shortcuts in this ever-changing game.

And relying on instinct...isn't a strategy. One thing you can trust?

The numbers. Problem is, there are billions of them. Where do you start? MSCI set out to answer this question over 45 years ago. Using an obsession with data, an innovative spirit, and a drive to always go further for our clients, we've worked to perfect a breakthrough method.

Factor investing. Factors are the building blocks of a successful portfolio. The elements capable of turning data points into actionable insights.

The elements of performance. By leveraging advancements in data and technology, factors help clients minimize risks and maximize returns. Factors by MSCI provides a partnership for the future, so you can see insights and industries the world over.

Providing the innovation needed to stay ahead of a world rapidly changed from emerging technologies and machine learning. And while the depth of data behind it all may seem complex, putting Factors by MSCI to work for

your portfolio couldn't be any simpler. Because we've drilled it all down to a science. And made performance elementary. Factors by MSCI: Elements of Performance.

## **About MSCI**

MSCI is a leading provider of critical decision support tools and services for the global investment community. With over 45 years of expertise in research, data and technology, we power better investment decisions by enabling clients to understand and analyze key drivers of risk and return and confidently build more effective portfolios. We create industry-leading research-enhanced solutions that clients use to gain insight into and improve transparency across the investment process. To learn more, please visit **www.msci.com**.

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