

# Private markets need independent insights

If you can master the complex, difficult, and sometimes dirty data in private markets, it can create a huge long-term competitive advantage for you.

Investors want to get data and analytics from a source that is independent, unconflicted, and not themselves a player in these markets.

MSCI has been trusted for over 50 years for high-quality data and information, accurate portfolio analysis, and complete integrity and independence.

MSCI's leadership and track record of independence and integrity are central to investors' confidence in using our data and analytics to drive their investment decisions.

## About MSCI

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