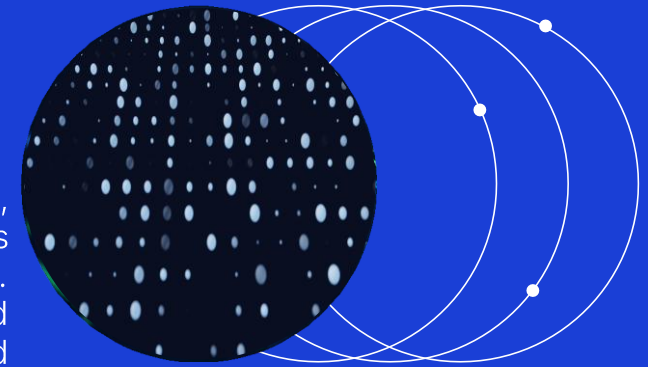


Allocator Metrics

Turning LP allocation intelligence into a competitive advantage

MSCI Allocator Metrics provides segment-level intelligence on LP allocation trends, commitment pacing, and re-up behavior. Sourced entirely from institutional LP capital flows and commitments, it delivers reliable, anonymized views across key investor types. Designed for GPs who need to understand LP appetite, position funds strategically, and optimize fundraising outreach, Allocator Metrics provides the clarity and data-backed insights needed to raise capital with confidence.



Data & Coverage

Aggregated LP allocation intelligence:

- MSCI taxonomy of detailed LP segment types
- Allocations, cash flows, commitments, and dry powder
- 100% LP-Sourced: Data drawn from actual LP cash flows, not models or estimates

Rich filtering and insights

- Explore by LP segment, strategy, geography, and more
- Intuitive UI with robust filtering and grouping
- AI-driven insights (coming soon)

Flexible delivery

- MCP (coming soon)
- Data delivery via Snowflake, API
- Export data and charts for pitchbooks



Key Use Cases

Fundraising

- Identify which LP segments are actively allocating
- Tailor pitchbooks with LP allocation trends

LP Benchmarking

- Benchmark allocations relative to peers
- Assess pacing and identify emerging trends

Investor Relations

- Enhance LP conversations with data-backed storytelling
- Contextualize fund positioning in investor materials

Product Strategy

- Align new fund designs with LP preferences
- Inform pacing, fund size, and market entry decisions



Why MSCI?

Your edge in capital formation

- Purpose-Built for GPs: Designed for fundraising, IR, and product strategy teams
- Independent & Neutral: MSCI does not compete for capital or provide financial advice; we are a trusted partner
- Trusted by LPs: Built on the same data LPs rely on for their own portfolios

Leverage Private Capital data

- Serving insights from LP allocations across the private investment universe
- Raise capital with confidence using LP behavioural data
- Optimize fundraising outreach and strengthen LP relationships

MSCI Allocator Metrics

Actionable LP intelligence to strengthen fundraising, product strategy, and investor outreach



Decode the allocator universe

- Anonymized, segment-level views of LP capital deployment
- Coverage spanning Pensions, Sovereign & Government, Nonprofit & Mission-Driven, Wealth Channels, and Intermediaries
- LP segment classifications built on MSCI's trusted taxonomy for consistent comparisons



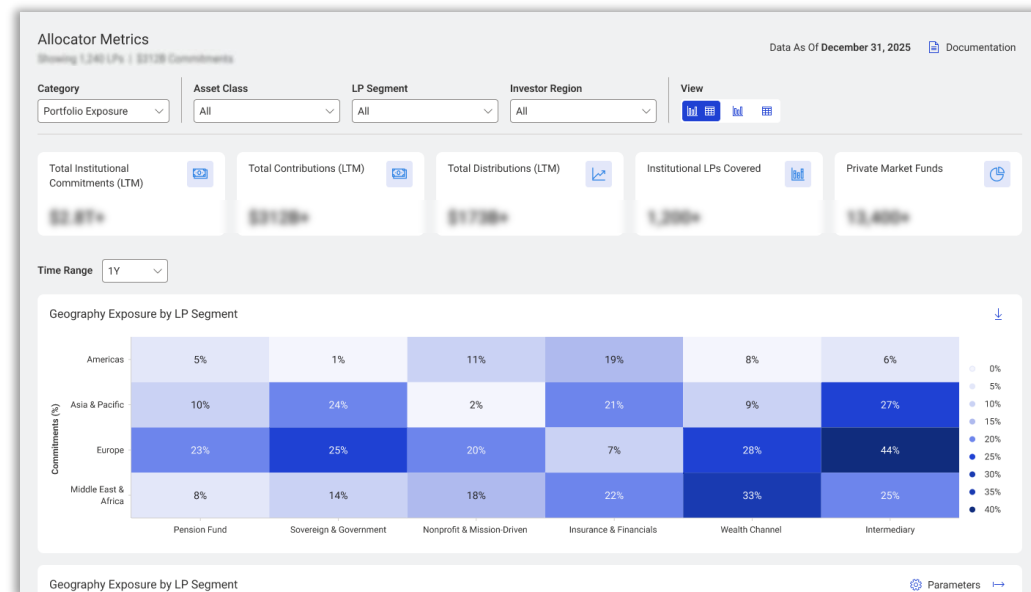
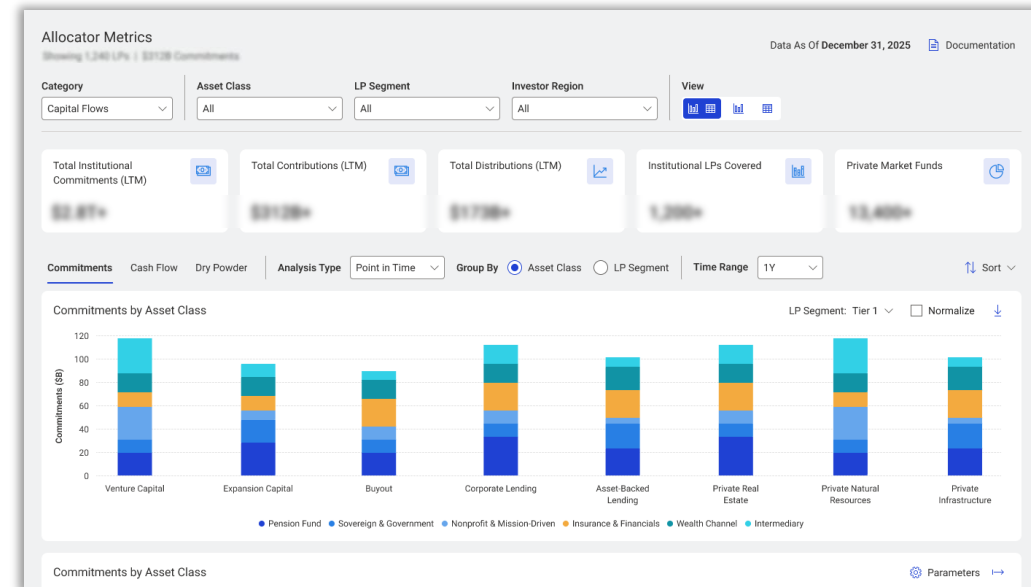
Track LP activity across

- Allocations by strategy, geography, and sector
- Commitment pacing and capital deployment trends
- Cash flows, valuations, and dry powder by LP type
- LP strategy exposure breakdowns
- Benchmarking on allocations and fund-level performance



Slice data across key dimensions

- Flexible filtering by LP segment, strategy, asset class, and geography
- Dynamic groupings to compare allocation patterns across cohorts
- Ten years of historical data, updated quarterly



Images for illustration purposes only

About MSCI

MSCI is a leading provider of critical decision support tools and services for the global investment community. With over 50 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.

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