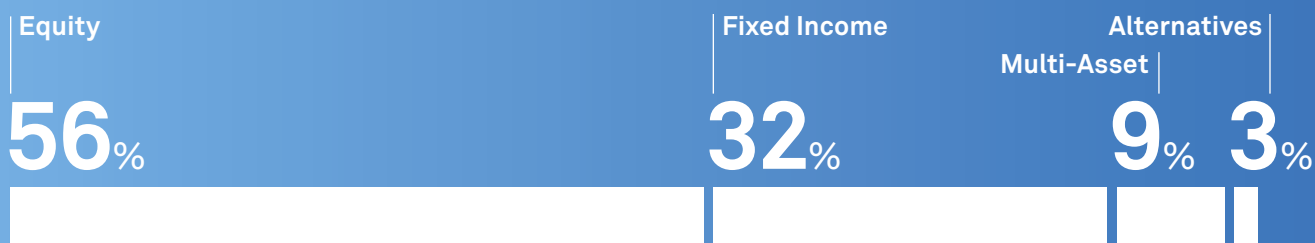


# A DIFFERENTIATED INVESTMENT PLATFORM

— BlackRock is the only asset manager to offer active and index capabilities globally and at scale, on a single platform — across equity, fixed income, multi-asset, alternatives and cash.



LONG-TERM ASSETS BY ASSET CLASS

## A FULL RANGE OF INVESTMENT SOLUTIONS

BlackRock offers clients a full range of investment solutions across asset classes and geographies, extensive market intelligence and industry-leading risk management and analytic capabilities. Our investment management teams span Alpha and Beta Strategies, including equity and fixed income, Multi-Asset Strategies, Alternative Strategies and Trading & Liquidity Strategies.

As the nature of our clients' investment challenges changes, so does the nature of the solutions they require. Increasingly, a single investment product, asset class or style does not provide a sufficient long-term solution. The breadth and diversity of BlackRock's platform enables us to work closely with our clients to create the most appropriate blend of solutions to solve their most difficult investment challenges.

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Our platform diversification enables us to create the most appropriate blend of investment strategies for our clients to achieve their desired investment outcomes.

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Investment solutions across the platform are supported by unparalleled technology and risk management through *Aladdin* and our Risk & Quantitative Analysis team.

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PROFESSIONALS  
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\$1B+ IN NET INFLOWS

**43**  
IN 2013



**56**  
IN 2014

