

## REGULATION BEST INTEREST

---

### **Aladdin Wealth can help provide a sound foundation that allows you to manage business risks.**

Reg BI establishes a new set of obligations that elevate the current business risks that already exist in brokerage. Aladdin Wealth can help, by providing sophisticated tools you can incorporate into your business to support a rigorous oversight process.

### **We believe Aladdin Wealth can help your firm address the needs of brokerage and advisory platforms, and beyond:**

#### **Support your foundation for each recommendation**

- ✓ Demonstrate understanding of investment risks at the security, account or household level with [proposal builder](#)
- ✓ Evaluate how client portfolios and proposals may act across different market and economic conditions with sophisticated risk analytics and [stress tests](#)
- ✓ Compare reasonably available alternative securities and investment strategies through [security finder](#) and [models menu](#)
- ✓ Show how your recommendations align to clients' investment profiles and relevant benchmarks, at the account and household level, through [investment proposals](#)
- ✓ Perform a [deep dive](#) and model an extensive variety of complex products, including [structured products](#), derivatives and alternatives. Bring transparency to help you assess the risks of each product, as well as their roles in the client portfolios

#### **Create one consistent risk-based process for your whole firm**

- ✓ Monitor the whole enterprise seamlessly at all levels on a daily basis, with [alerts](#) to identify issues and outliers
- ✓ Filter, scan and supervise risks and exposures with [risk monitor](#)
- ✓ Evaluate alignment to risk profile at the account, household, and practice level
- ✓ Conduct periodic [exposure searches](#) through an entire book at any level to monitor and specific complex or high-risk products
- ✓ Generate investment proposals that illustrate risk trade-offs to the client portfolio
- ✓ Save proposals to your systems for recordkeeping and documentation purposes

## Aladdin Wealth can help simplify monitoring across brokerage and advisory by integrating a common risk architecture into existing technology ecosystems

- ✓ Implement a common language of risk across product types, brokerage, advisory, retirement and non-retirement accounts as well as external assets held away to create consistency and efficiency, enabling a holistic wealth dialogue with clients
- ✓ Use a common language for client investments across all roles in your organization
- ✓ Migrate from increasingly tangled rules-based supervision (e.g., asset allocation bands, ceilings on structured products, stock concentration limits) to simpler and more flexible risk-based approaches that empower financial professionals
- ✓ Alert financial professionals and their field leadership systematically to accounts that may require attention
- ✓ Seamlessly integrate risk analytics through APIs into your financial professionals' workflow, client reporting and client portals and other parts of the current technology ecosystem

Aladdin Wealth can help provide a sound foundation that allows you to manage business risks related to investments effectively across platforms so that you can focus on growth.



Platforms	Advisory		Brokerage		Held-Away Assets	
Accounts	IRA		Taxable		Retirement	
Asset Classes	Equities	Bonds	Funds	Annuities	Alts	

## Make Aladdin Wealth an integral part of the value you provide to your clients

Aladdin Wealth delivers a simple and customizable approach, enabling your financial professionals to better understand and service their clients' needs.

Join a community with ongoing access to innovation as BlackRock evolves toward the future of wealth management. We use our scale to constantly grow and improve our platform to support our partners' needs and changing industry conditions. Consider enhancing your platform with a solution that can simultaneously do much more for your business.

Important Notes: This advertisement is provided for informational purposes only and is not intended to be relied upon as a forecast, research or investment advice, and is not a recommendation, offer or solicitation to buy or sell any securities or to adopt any investment strategy. Performance and risk calculations such as those incorporated into Aladdin Wealth are based on assumptions and historical correlations between data and other factors, and do not predict future results. Aladdin Wealth users undertake sole responsibility and liability for investment or other decisions related to the tool's calculations and for compliance with applicable laws and regulations. This advertisement should not be construed as a representation or guarantee that use of Aladdin Wealth will satisfy your legal or regulatory obligations. BlackRock does not assume any responsibility or liability for your compliance with applicable regulations or laws. For additional information on any of the descriptions contained in this advertisement, please contact your Aladdin Wealth Relationship Management representative. BlackRock may modify or discontinue any functionality or service component described herein at any time without prior advance notice to you.

©2020 BlackRock, Inc. All rights reserved. ALADDIN and BLACKROCK are registered trademarks of BlackRock, Inc., or its subsidiaries. All other marks are the property of their respective owners.