

As of 09/30/2019 | Class K: BIRKX | Institutional: BIRIX | Investor A: BIRAX | Investor C: BIRCX

Broad allocation to U.S. equities

Focused on sustainable ESG characteristics

Seeks attractive returns through traditional and ESG lenses

INVESTMENT STRATEGY

Invests in a portfolio of equity securities of companies with positive aggregate societal impact outcomes, as determined by BlackRock.



Rated against 1,222 Large Blend Funds, as of 09/30/2019 based on risk adjusted total return. Overall Ratings are determined monthly and subject to change. The Overall Morningstar Rating for a fund is derived from a weighted average of the performance figures associated with its 3-, 5- and 10-year (if applicable) Morningstar Rating metrics.††

ANNUALIZED PERFORMANCE

With Sales Charge	1 Year	3 Year	5 Year	10 Year	Since Inception
Investor A	-2.88	11.19	N/A	N/A	10.92
Without Sales Charge	1 Year	3 Year	5 Year	10 Year	Since Inception
Investor A	2.50	13.21	N/A	N/A	12.43
Benchmark	2.92	12.83	N/A	N/A	12.43
Morningstar Average	3.00	11.70	8.98	11.76	N/A

CALENDAR YEAR PERFORMANCE

Without Sales Charge	2014	2015	2016	2017	2018	YTD	3Q2019
Investor A	N/A	N/A	13.94	21.22	-5.66	20.40	1.14
Benchmark	N/A	N/A	12.74	21.13	-5.24	20.09	1.16
Morningstar Average	10.96	-1.07	10.37	20.44	-6.27	18.98	1.45

Performance data shown represents past performance which is no guarantee of future results. Investment returns and principal values may fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than that shown. All returns assume reinvestment of all dividend and capital gain distributions. Refer to blackrock.com for current month-end performance. Index performance is shown for illustrative purposes only. It is not possible to invest directly in an unmanaged index. Returns with sales charge reflect the deduction of current maximum initial sales charge of 5.25%. The calendar year performance shown does not reflect the deduction of the sales load. If reflected, the performance would have been lower. Please see the fund prospectus for more details.

MORNINGSTAR RANKINGS

	1 Year	3 Year	5 Year	10 Year
Morningstar Ranking	801/1,423	233/1,222	N/A	N/A
Quartile Rank	3	1	N/A	N/A

Rankings based on total return excluding sales charges, independently calculated and not combined to create an overall ranking. For periods not shown, Morningstar does not provide rankings based on synthetic performance.

Key Risks: The fund is actively managed and its characteristics will vary. Holdings shown should not be deemed as a recommendation to buy or sell securities. Stock values fluctuate in price so the value of your investment can go down depending on market conditions. The fund may use derivatives to hedge its investments or to seek to enhance returns. Derivatives entail risks relating to liquidity, leverage and credit that may reduce returns and increase volatility. Investing in small- and mid-cap companies may entail greater risk than large-cap companies, due to shorter operating histories, less seasoned management or lower trading volumes. The fund intends to invest in companies with measurable societal impact outcomes, as determined by BlackRock, and screen out particular companies and industries.

KEY FACTS

Size of Fund (Millions)	\$89.5M
Fund Launch Date	10/05/2015
Share Class Launch Date	10/05/2015
Morningstar Category	Large Blend
Number of Holdings	300
Benchmark	Russell 3000 Index

ANNUAL EXPENSES

Gross Expense Ratio	1.23%
Net Expense Ratio	0.80%

The Net Expense Ratio excluding Investment Related Expenses is 0.80%. Investment Related Expenses include acquired fund fees of 0.00%, and interest expense (cost of borrowing securities to seek to enhance return or reduce risk) of 0.00%, and certain other expenses, if applicable. Expenses stated as of the fund's most recent prospectus. The difference between gross and net expense ratios are due to contractual and/or voluntary waivers, if applicable. This share class has a contractual waiver with an end date of 09/30/2020 terminable upon 90 days' notice. BlackRock may agree to voluntarily waive certain fees and expenses, which the adviser may discontinue at any time without notice.

PORTFOLIO MANAGEMENT

Travis Cooke

TOP HOLDINGS (%)²

MICROSOFT CORPORATION	4.38
APPLE INC	3.53
ALPHABET INC	3.21
AMAZON.COM INC	1.83
MASTERCARD INC	1.57
ACCENTURE PLC	1.31
HOME DEPOT INC	1.28
FACEBOOK INC	1.27
NVIDIA CORPORATION	1.22
PEPSICO INC	1.21
Total of Portfolio	20.81

TOP SECTORS (%)²

	Fund	Benchmark	Active
Information Technology	22.4	21.5	0.9
Health Care	12.7	13.5	-0.8
Financials	12.5	13.5	-1.1
Industrials	11.1	10.1	1.0
Consumer Discretionary	9.3	10.4	-1.1
Communication	8.3	9.3	-1.1
Consumer Staples	7.3	6.8	0.5
Utilities	4.5	3.5	1.0
Energy	4.4	4.2	0.2
Materials	3.9	2.9	0.9
Real Estate	3.3	4.3	-1.0
Cash and/or Derivatives	0.6	0.0	0.6

PORTFOLIO CHARACTERISTICS

Price to Earnings	20.99x
Price to Book Ratio	3.26x
Average Market Capitalization (millions)	\$205,996.2M

GEOGRAPHIC BREAKDOWN (%)

	Fund	Benchmark	Active
United States	99.1	99.9	-0.8
Cash and/or Derivatives	0.6	0.0	0.6
Netherlands	0.3	0.0	0.3
Bermuda	0.0	0.0	-0.0
Bahamas	0.0	0.0	0.0
Canada	0.0	0.0	-0.0
China	0.0	0.1	-0.1
Czech Republic	0.0	0.0	0.0
Germany	0.0	0.0	-0.0
United Kingdom	0.0	0.0	0.0
Other	0.0	0.0	-0.0

RISK STATISTICS (3 YEARS)

	Fund	Benchmark
Alpha	0.03	-
Beta	1.00	-
R-Squared	99.36	-
Standard Deviation	12.60%	12.54%
Sharpe Ratio	0.93	0.91

² % of net assets represents the Fund's exposure based on the economic value of securities and is adjusted for futures, options, swaps, and convertible bonds. Allocations subject to change.

Price to Earnings Ratio: The price-to-earnings ratio is used to assess a company's valuation. To compute this ratio, the latest closing price is divided by the company's last fiscal year's Earnings Per Share. The ratio represents a weighted harmonic mean of the price-to-earnings ratios of its holdings with negative values being excluded from the calculation. **Price to Book Ratio:** represents the ratio of the current closing price of the share to the latest quarter's book value per share. **Average Market Cap:** The average size of the securities the fund invests in. **Alpha:** A measure of performance on a risk-adjusted basis. Alpha takes the volatility (price risk) of a mutual fund and compares its risk-adjusted performance to a benchmark index. The excess return of the fund relative to the return of the benchmark index is a fund's alpha. **Beta:** Beta measures the fund's sensitivity to market movements beta greater than 1 is more volatile than the market beta less than 1 is less volatile than the market. **R-Squared:** R-Squared reflects the percentage of a fund's movements that are explained by movements in its benchmark, showing the degree of correlation between the fund and benchmark. This figure is helpful in assessing how likely it is that beta is statistically significant. **Standard Deviation:** Standard Deviation measures the volatility of the fund's returns. Higher deviation represents higher volatility. **Sharpe Ratio:** Sharpe Ratio uses a fund's standard deviation and its excess return (difference between the fund's return and the risk-free return of 90-day Treasury Bills) to determine reward per unit of risk.

You should consider the investment objectives, risks, charges and expenses of the fund carefully before investing. The prospectus and, if available, the summary prospectus contain this and other information about the fund and are available, along with information on other BlackRock funds, by calling 800-882-0052 or from your financial professional. The prospectus should be read carefully before investing. Investing involves risks including possible loss of principal.

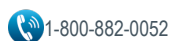
†† The Morningstar Rating™ for funds, or "star rating", is calculated for managed products (including mutual funds, variable annuity and variable life subaccounts, exchange-traded funds, closed-end funds, and separate accounts) with at least a three-year history. Exchange-traded funds and open-ended mutual funds are considered a single population for comparative purposes. It is calculated based on a Morningstar Risk-Adjusted Return measure (excluding any applicable sales charges) that accounts for variation in a managed product's monthly excess performance, placing more emphasis on downward variations and rewarding consistent performance. The top 10% of products in each product category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars, and the bottom 10% receive 1 star. The Overall Morningstar Rating for a managed product is derived from a weighted average of the performance figures associated with its three-, five-, and 10-year (if applicable) Morningstar Rating metrics. The weights are: 100% three-year rating for 36-59 months of total returns, 60% five-year rating/40% three-year rating for 60-119 months of total returns, and 50% 10-year rating/30% five-year rating/20% three-year rating for 120 or more months of total returns. While the 10-year overall star rating formula seems to give the most weight to the 10-year period, the most recent three-year period actually has the greatest impact because it is included in all three rating periods. The fund was rated against the following numbers of U.S.-domiciled Large Blend funds over the following time period: 1,222 in the last 3 years. With respect to these Large Blend funds, the fund received a Morningstar Rating of 4 stars for the 3-year period. Other classes may have different performance characteristics.

The Russell 3000 Index is a market-cap-weighted index of the 3,000 largest US companies based on total market capitalization that represent about 98% of the investable US equity market.

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