

The power of the Aladdin[®] risk engine

Aladdin technology powers the tools and services we make available to financial professionals, incorporating the innovative analytics at the heart of BlackRock. Aladdin technology helps your financial professional see and manage risk so they can build better portfolios and unlock more "a-ha" moments in achieving financial goals.

The Aladdin platform powers:

Perspective to know what you hold

Making investment decisions with your financial professional can be easier when drawing on Aladdin data and analytics. Your financial professional can help you see both historical and holdings-based metrics so you can get a clear picture of where your portfolio stands today.

Past behavior

Past returns tell us how your portfolio actually behaved in different market conditions.

Today's snapshot

Today's portfolio holdings tell us how your portfolio may react to various market scenarios.

Insight to prepare for unpredictable markets

Preparing for the unexpected isn't easy, but it's core to how a financial professional can make a meaningful difference for you in both the short and long term. Aladdin technology equips financial professionals with timely insights to evaluate portfolio risks and help keep you on track.

Easily address common concerns and get more comfortable with potential outcomes.

What if interest rates continue to rise?

What if volatile markets persist?

What if energy prices spike?

Confidence in your portfolios

Aladdin technology empowers many of the world's most sophisticated financial institutions. Our risk-factor approach and deep metrics on a broad array of securities allow you and your financial professional to make more informed decisions with confidence.



risk factors help model a more comprehensive investment universe.



analytic measures calculated on every security you own.

Gain a level of transparency that strengthens your investment understanding and helps keep your portfolio aligned toward your financial goals.

That's the power of Aladdin technology.

Want to know more?

Contact your financial professional for additional information.

This information should not be relied upon as research, investment advice, or a recommendation regarding any products, strategies, or any security in particular. This material is strictly for illustrative, educational, or informational purposes and is subject to change.

Investing involves risk, including possible loss of principal.

No proprietary technology or asset allocation model is a guarantee against loss of principal. There can be no assurance that an investment strategy based on Aladdin technology will be successful.

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