

The Future of Performance Attribution

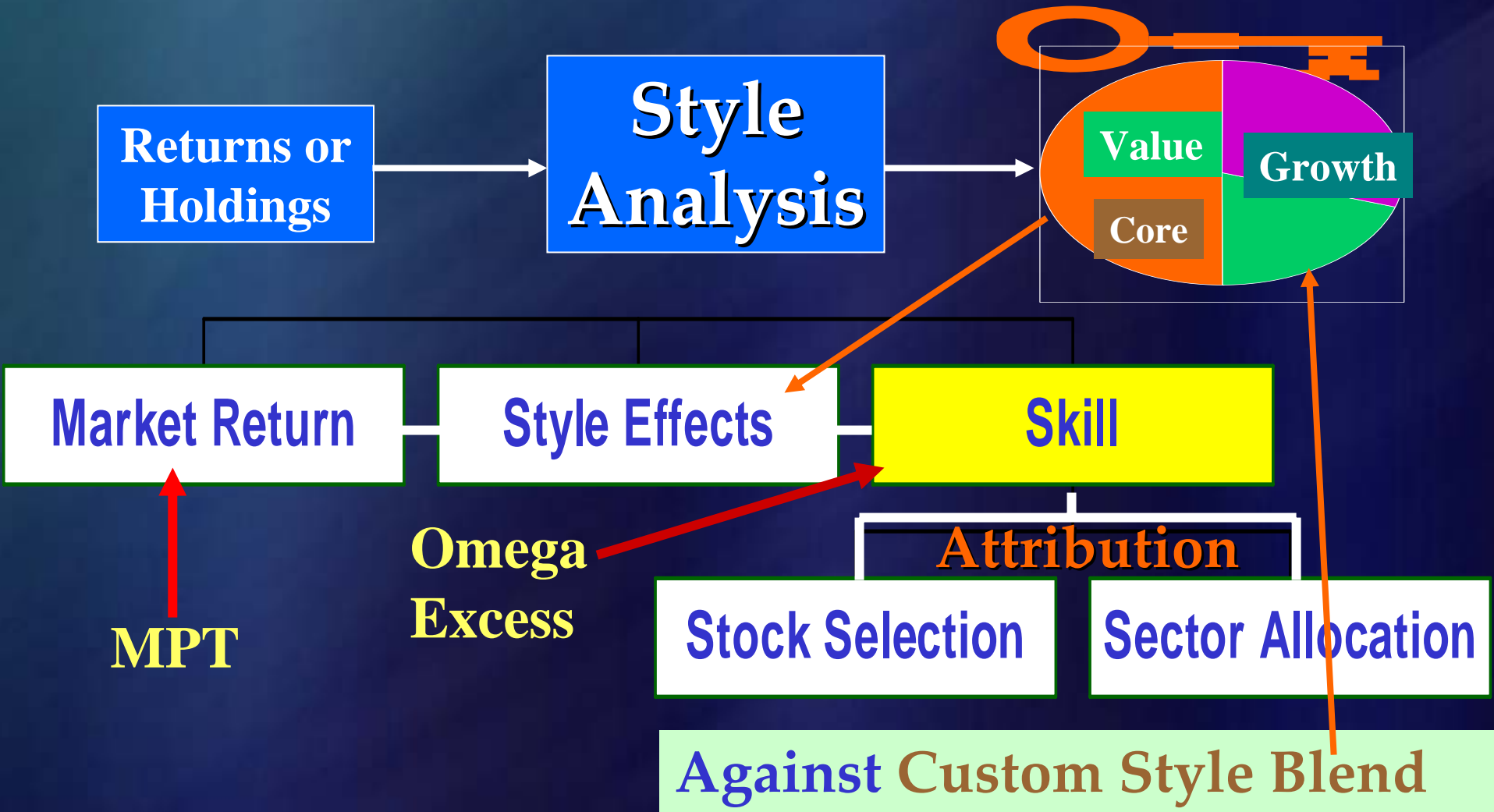


“Unlearn you must what learned you have.”

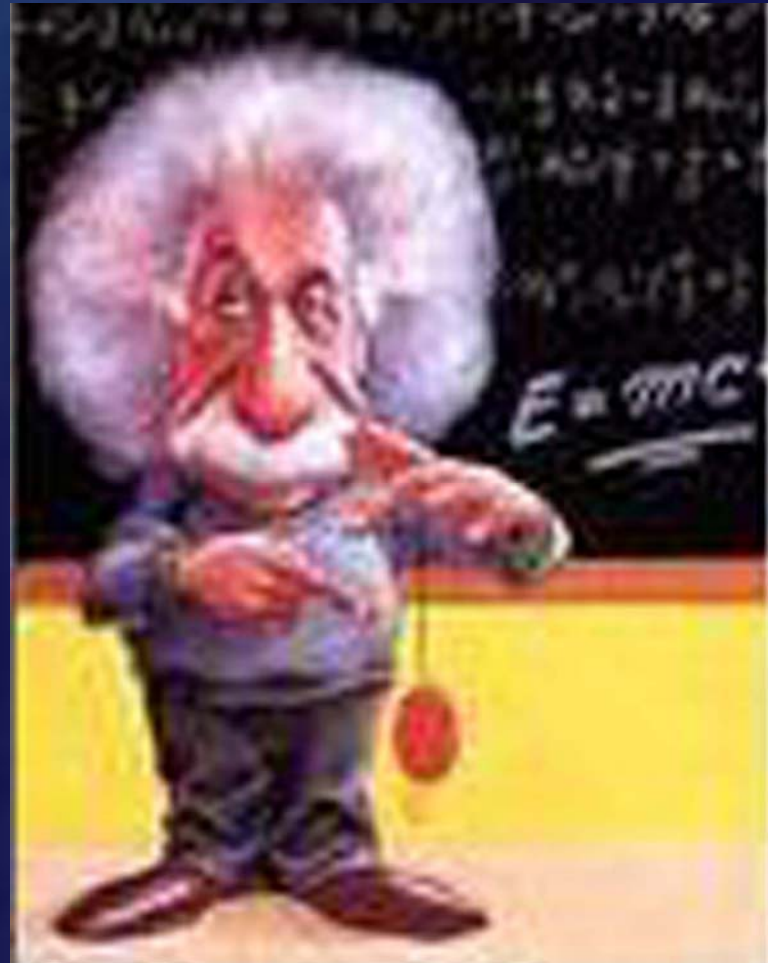


Legacy attribution systems are NOT accurate because they don't customize the benchmark.

Sources of Return



Performance Attribution has Evolved

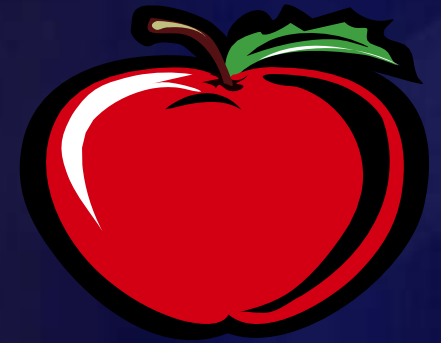
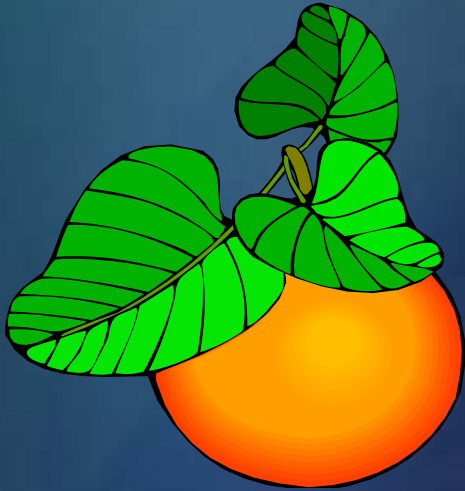


Leave the primitive behind



Old Attribution Systems work only on off-the-shelf benchmarks. Since there is no customization, the benchmark is almost always wrong.

A Simple and Self-Evident Truth



**If the benchmark is wrong,
all of the analytics are wrong.**

GIGO

Today's Craft

