



G · I · P · S

Global Investment Performance Standards

WHY GIPS COMPLIANCE MATTERS FOR INVESTORS

THE GIPS STANDARDS WERE DESIGNED TO PROVIDE ASSURANCE FOR INVESTORS WHO WANT RELIABLE PERFORMANCE METRICS BASED ON THE PRINCIPLES OF FAIR REPRESENTATION AND FULL DISCLOSURE.

- ▶ **GLOBAL.** The GIPS standards are a rigorous set of investment performance measurement standards adopted in 30 countries and recognized around the world for their unparalleled credibility, integrity, scope, and uniformity, enabling direct comparability of a firm's track record.
- ▶ **TRUST.** GIPS compliant firms voluntarily go beyond legal reporting requirements to demonstrate a commitment to open, honest, and ethical practices.
- ▶ **FULL-DISCLOSURE.** The thoroughness of the GIPS standards and the requirement for composite reporting greatly improves transparency by eliminating survivorship biases, misrepresentations and omissions of historical data.
- ▶ **CURRENT.** The GIPS standards evolve to address issues that arise in the dynamic investment industry.
- ▶ **CONFIDENCE.** Compliance creates a tangible incentive for firms to invest significant time and resources into internal risk-control mechanisms and the setting of performance benchmarks – the hallmarks of reliable long-term success.

TO CLAIM COMPLIANCE, AN INVESTMENT FIRM MUST DEMONSTRATE ADHERENCE TO COMPREHENSIVE AND RIGOROUS RULES GOVERNING INPUT DATA, CALCULATION METHODOLOGY, COMPOSITE CONSTRUCTION, DISCLOSURES, AND PRESENTATION AND REPORTING.

For more information, please visit: www.gipsstandards.org