



CFA Institute



Claritas[®]
Investment Certificate

**GIVING YOUR EMPLOYEES A
CLEAR UNDERSTANDING OF
THE INDUSTRY ESSENTIALS**

THE BIG PICTURE

With the Claritas Investment Certificate, you can easily and effectively enable everyone in your organization to gain an essential understanding of the industry.



For every investment decision maker there are up to ten other professionals working alongside them. We want to help to build their knowledge and sense of responsibility around the investment industry, which will ultimately support companies looking to raise standards and workforce effectiveness.

To this end, we have designed the Claritas Investment Certificate. It is a comprehensive, global, and corporate-wide education program designed to give all professional disciplines outside of investment roles a clear understanding of the essentials of the industry, their roles, and their professional and ethical responsibilities within it.

The first of its kind, Claritas sets a global standard of understanding grounded in ethical principles for participants across the profession. It will benefit employees, organizations and the industry as a whole.

We've made it accessible for learners to study for Claritas in their own time. And we've made it easy and cost effective for organizations like yours to offer Claritas as a program for their employees locally and globally.

BRINGING CLARITY



Claritas is a comprehensive global program designed to give all professional disciplines in financial services outside of investment roles a clear understanding of the investment industry and their professional responsibilities within it.

THE CORE BENEFITS



SHARING UNDERSTANDING

Claritas raises workforce competence by helping employees understand industry functions, relationships and their role and professional responsibilities, helping them see where they fit in the big picture.



STANDING OUT

Claritas helps your organization stand out from the crowd by signalling an institutional commitment to ethics. It also helps your employees to gain knowledge over and above their peers.



IMPROVING PERFORMANCE

Claritas provides a common global standard across all functions that will help your employees, your company, and ultimately the industry, perform better together.

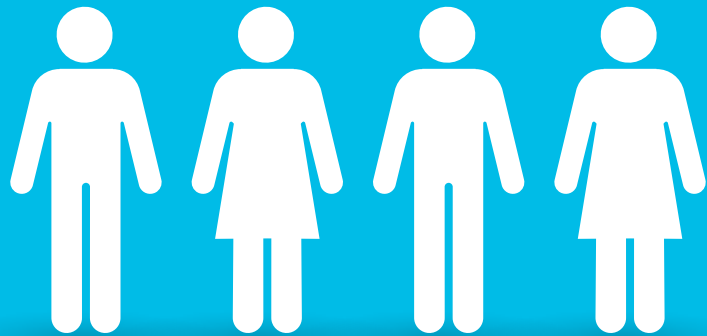


BUILDING CONFIDENCE

Claritas gives your organization and the general public greater confidence and trust in the decisions your employees make on behalf of the business, contributing to stronger morale, motivation and loyalty.

WHO IT IS FOR

The Claritas Investment Certificate is for all professional disciplines in the financial services industry outside of investment roles.



Claritas is ideal for the many different people in your organization who are not directly involved in analyzing or making investment decisions.

Claritas motivates employees and raises effectiveness across departments, including:

- Human Resources
- Client Service
- Information Technology
- Marketing and Sales
- Compliance & Legal
- Investor Relations
- Operations
- Public Relations

Your employees do not need to meet any education or experience requirements to study for Claritas—it is open to all.

WHAT IT INVOLVES

An easy to follow, self-study modular program, Claritas is designed to enable your employees to study in the most effective way in their own time.



ENGAGING AND ACCESSIBLE, IT INVOLVES:

- Approximately 100 hours of self-study from an interactive e-book, which can also be made available in print for an additional cost
- Access to supporting study tools, including motivational multimedia videos, end-of-chapter questions, an online mock exam and additional practice assessments
- A two-hour multiple-choice examination at a network of global test centres, with preliminary results provided instantly
- A certificate of knowledge awarded to everyone who passes the exam

WHAT IT COVERS

Claritas covers the essentials across all aspects of the investment industry through seven modules.



MODULE 1: INDUSTRY OVERVIEW

- The investment industry—a top-down view



MODULE 2: ETHICS AND REGULATION

- Ethics and investment professionalism
- Regulation and supervision



MODULE 3: TOOLS AND INPUTS

- Financial statements
- Quantitative Concepts
- Microeconomics
- Macroeconomics
- International trade and foreign exchange



MODULE 4: INVESTMENT INSTRUMENTS

- Equity securities
- Debt securities
- Derivatives
- Alternative investments



MODULE 5: INDUSTRY STRUCTURE

- Structure of the investment industry
- Investment vehicles and structures
- Investment market characteristics



MODULE 6: INDUSTRY CONTROLS

- Investment industry documentation
- Risk management
- Performance evaluation



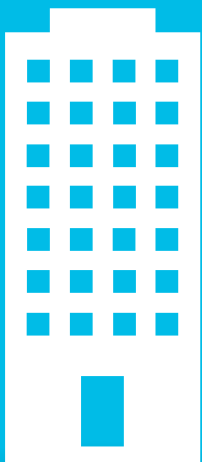
MODULE 7: SERVING CLIENTS' NEEDS

- Investor needs and investment policy
- Asset allocation
- Active and passive investment management

HOW WE HELP EMPLOYERS

Claritas Investment Certificate has been designed as a corporate solution to raise workforce effectiveness, competence, and industry standards across a broad variety of professional disciplines.

To help you and other employers make the most of this opportunity, we have created a number of features.



SERVICED ACCOUNTS

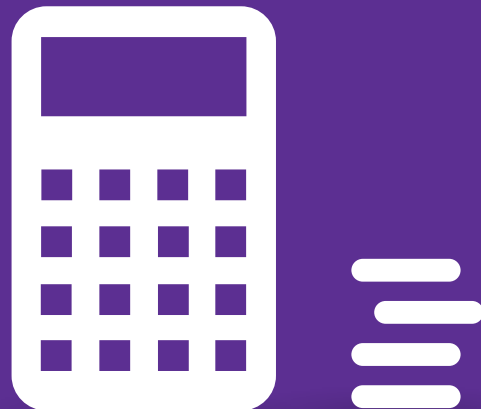
For employers who make a strong commitment to Claritas, CFA Institute will provide a dedicated key account service. This will include:

- Personalized and responsive account management
- Facilitation of bulk purchases
- Access to online Program Administration Tools
- Employee recruitment support
- Connecting employers with local resources for live prep/training, where available
- Opportunities for influencing and shaping program enhancements

SUPPORT PORTAL

If you purchase vouchers you will be able to access an online Program Administration Tools to obtain and review voucher information. The information available will initially include registration status, pass/fail results, and helpful resources such as communications templates and prep provider recommendations. The Program Administration Tools will help you track employee engagement and performance in the program in a user-friendly, single location. Additional features will be developed in conjunction with employers, HR and Learning and Development teams.

HOW MUCH IT COSTS



INDIVIDUAL REGISTRATION	\$685 (USD)
BULK REGISTRATION	
25-99 VOUCHERS	\$635 EACH
100-249 VOUCHERS	\$585 EACH
250 OR MORE VOUCHERS	\$485 EACH

NOTE

The price includes access to all study materials and one exam sitting

EMPLOYEE PURCHASE PROGRAMS

You can make bulk purchases of Claritas registrations for your employees using a voucher system. Substantial discounts are available for bulk voucher purchases of 25 registrations or more. You can distribute the unique vouchers to any employee worldwide. They are valid for two years from the date of issue and allow the employee to register for the Claritas Investment Certificate at their convenience. Bulk purchases will help reduce administration time and support the implementation of company-wide programs by team, office, or multiple locations and geographies.



HOW TO FIND OUT MORE

To find out more, go to:
www.cfainstitute.org/claritas

