



STATE STREET CORPORATION

VS.

ARTISAN PARTNERS

***WHO SHOULD YOU CHOOSE FOR YOUR
INVESTMENTS?***

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Meet Our Team



Industry Recap

Provide financial services to institutional investors

- **Investment Servicing**
 - Fund accounting, pricing and valuation, financial reporting, tax, etc.
- **Investment Management**
- **Investment Research and Trading**



METRICS

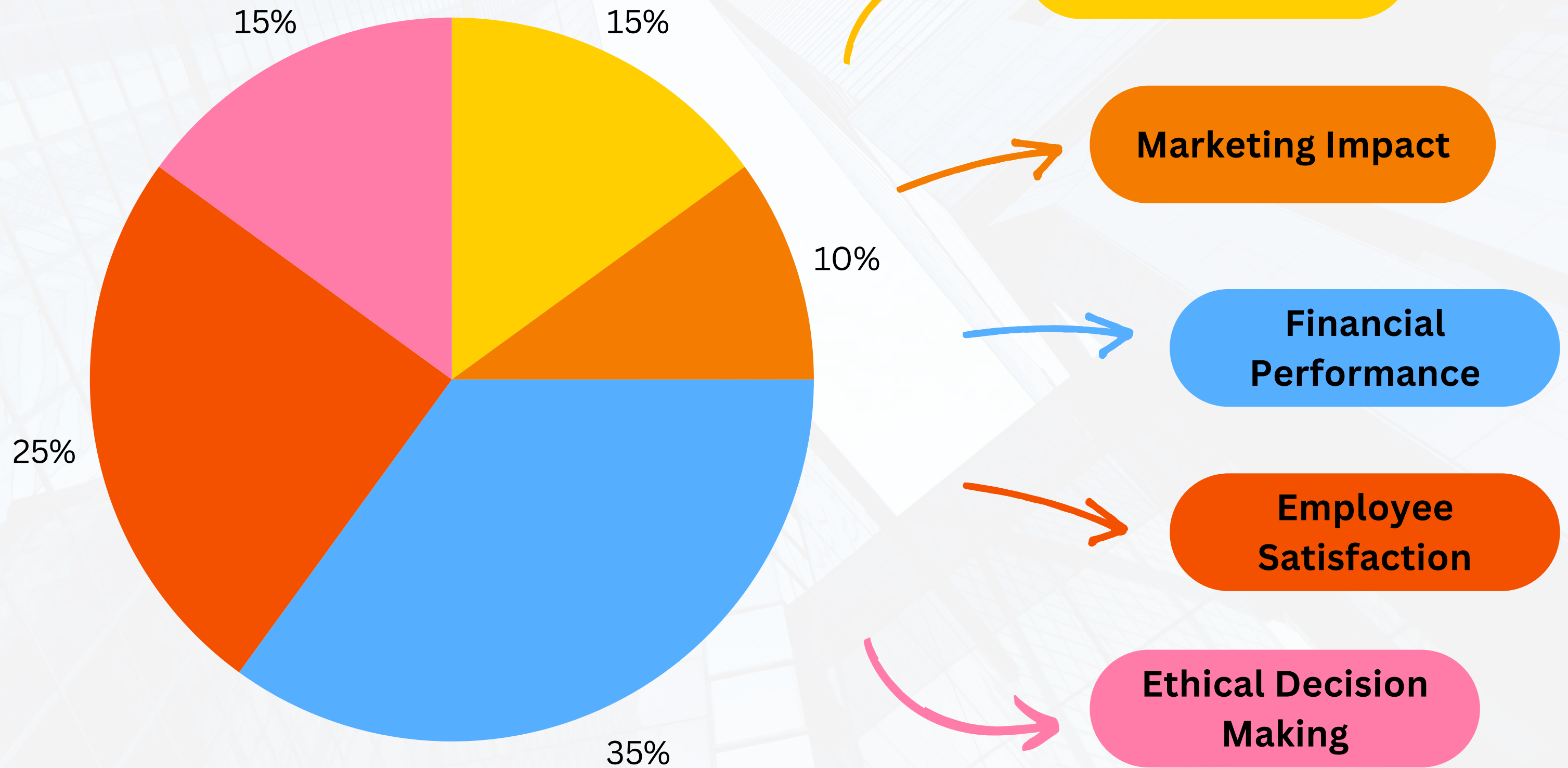


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RECOMMENDATION

A grayscale photograph of chess pieces on a board, with a semi-transparent dark gray horizontal band across the middle. The word "STRATEGY" is written in white, bold, sans-serif capital letters across the band. The background shows several chess pieces, including a king and a queen, in sharp focus, with others blurred in the foreground and background.

STRATEGY

State Street excels in S.W.O.T Analysis

Strengths

- Strong market position
- Geographically diversified revenue resources
- Effective tax management that aids profit

Weaknesses

- Limited market share
- Limited global presence

Opportunities

- Diversify global presence through acquisitions

Threats

- Susceptible to regulatory changes
- Intensifying competitions due to new entrants in ETF market



Strategy

Marketing

Finance

Operations

Management/Ethics

State Street Maintains Industry Leadership Through Competitive Positioning



**Specialize in
Indexing and
Quantative
Investing**



**Targets
Broad Market
Differentiation
Segment**



**Created the
World's First
ETF's**

Customer Retention Rate: 91%

Strategy

Marketing

Finance

Operations

Management/Ethics

Artisan Partners's passes S.W.O.T Analysis

Strengths

- Cater to different customer segments
- Wide international geographic presence

Weaknesses

- Declining market share
- Decline in profit margins over the last two years
- Low supplier loyalty

Opportunities

- Should leverage brand recognition into new segments

Threats

- Commoditization of product segment



Strategy

Marketing

Finance

Operations

Management/Ethics

Artisan Partners Falls Slightly Behind In Competitive Positioning



Weak Competitive Strategy



Inefficient Supply Management



Strong Brand Identity That's Customer Focused

Customer Retention Rate: 89%

Strategy

Marketing

Finance

Operations

Management/Ethics

Customer Satisfaction

"CUSTOMER RETENTION RATE"

STATE STREET:

8/10

ARTISAN PARTNERS:

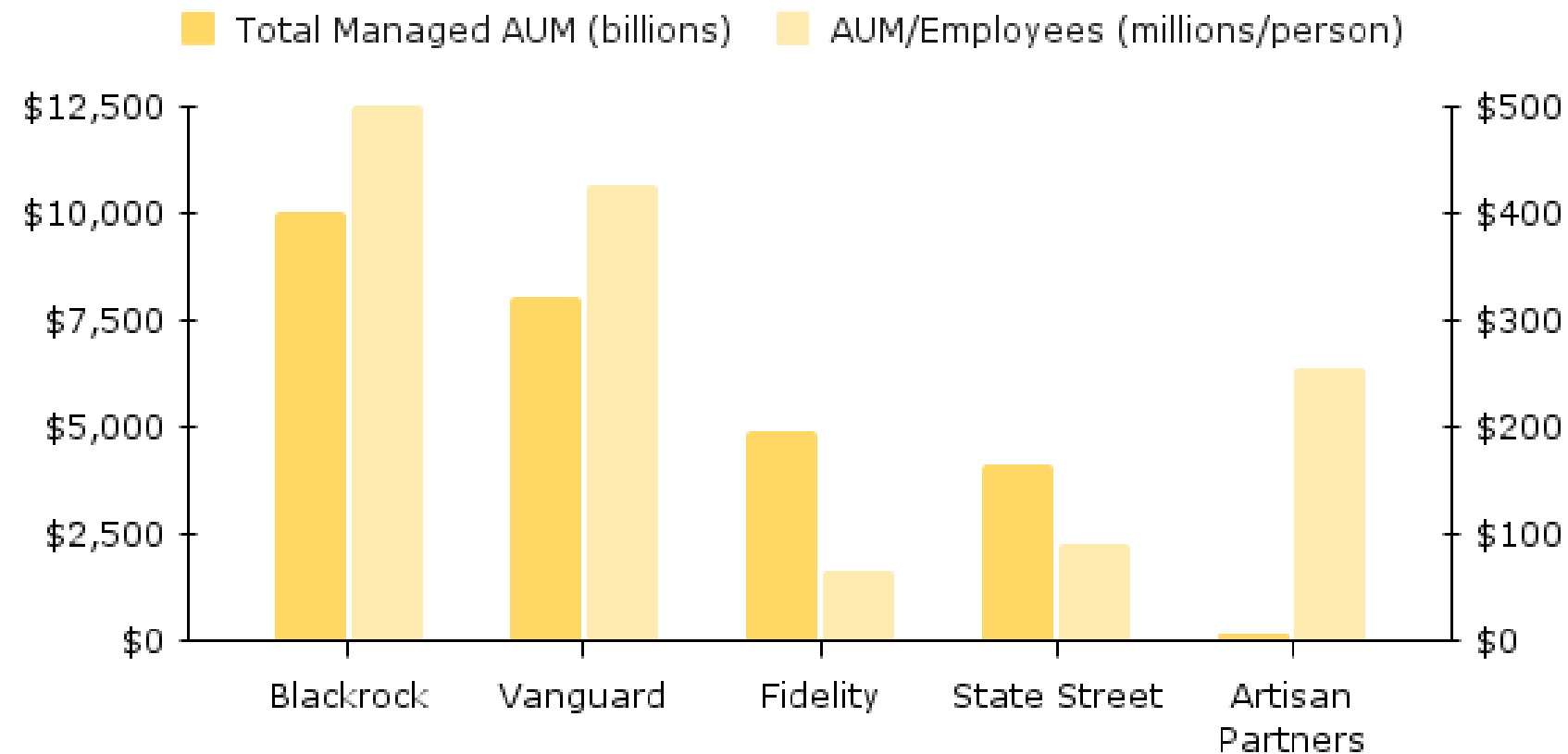
7/10

MARKETING



State Street Defeats Artisan Partners in Market Analysis

Total Managed AUM and AUM/Employees across the asset management industry



State Street Corporation
is ranked 4th globally

Artisan Partners is ranked
81st globally

Strategy

Marketing

Finance

Operations

Management/Ethics

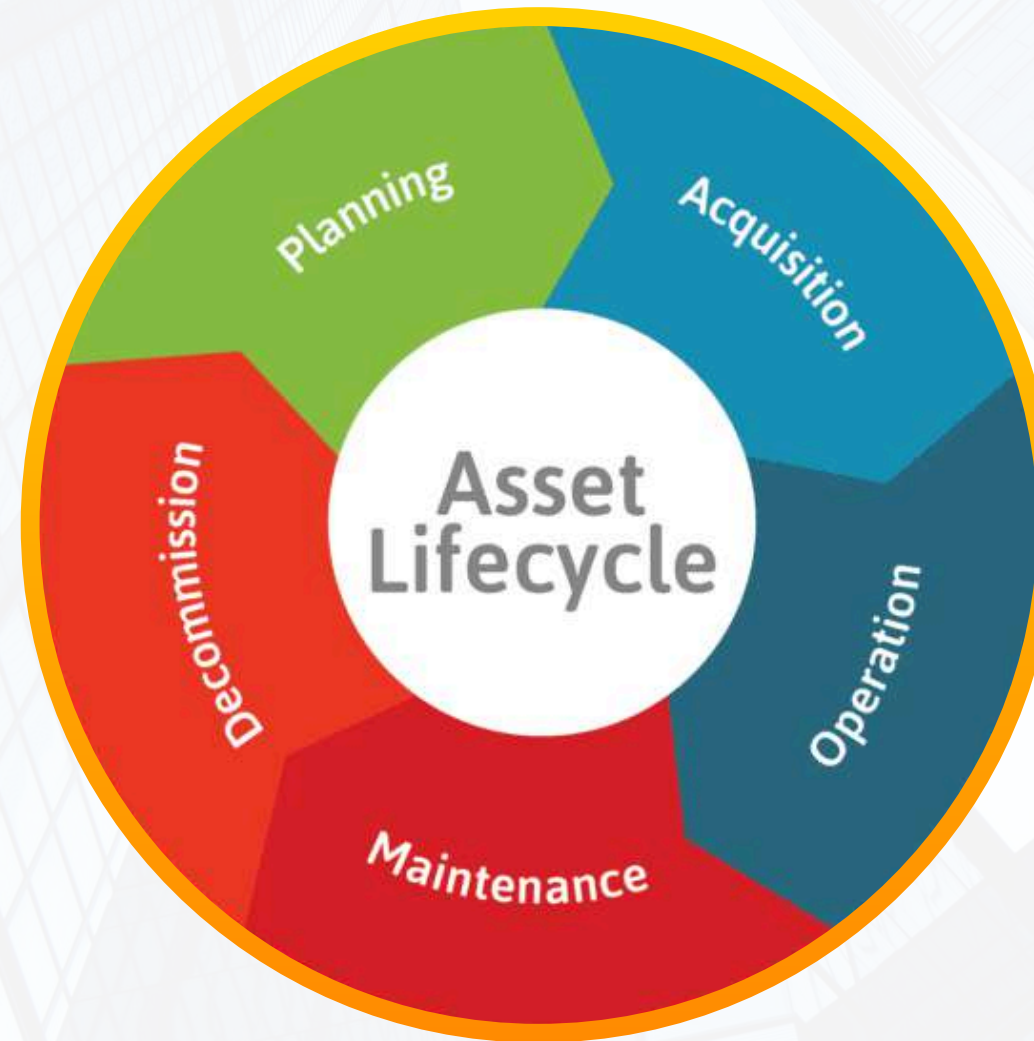
State Street's Product Services Surpasses Artisan Partners's

- ETFs: SPY, RWX, etc
- Mutual Funds
- Securities Lending

Core Product

- State Street Brand
- Individualized Investment Plans
- Global Footprint Conscious

Actual & Augmented



- RIAs and IFAs
- Artisan Partner Funds

Core Product

- Specialized Investment Teams
- Client-First Mentality

Actual & Augmented

Strategy

Marketing

Finance

Operations

Management/Ethics

State Street Outshines Artisan Partners's Application of Place and Promotion



Content Marketing

- Educational blogs
- Company Newsletters



Events & Conferences

- Monthly Financial Reports
- Company Performance Reviews



Thought Leadership

- Market Commentaries (Insights)
- Shareholder activism



Investor Relations

- Client-First Mentality
- Client-Optimized Solutions



Public Relations

- Partnerships
- Fearless Girl
- Daily posts on Social Media

Strategy

Marketing

Finance

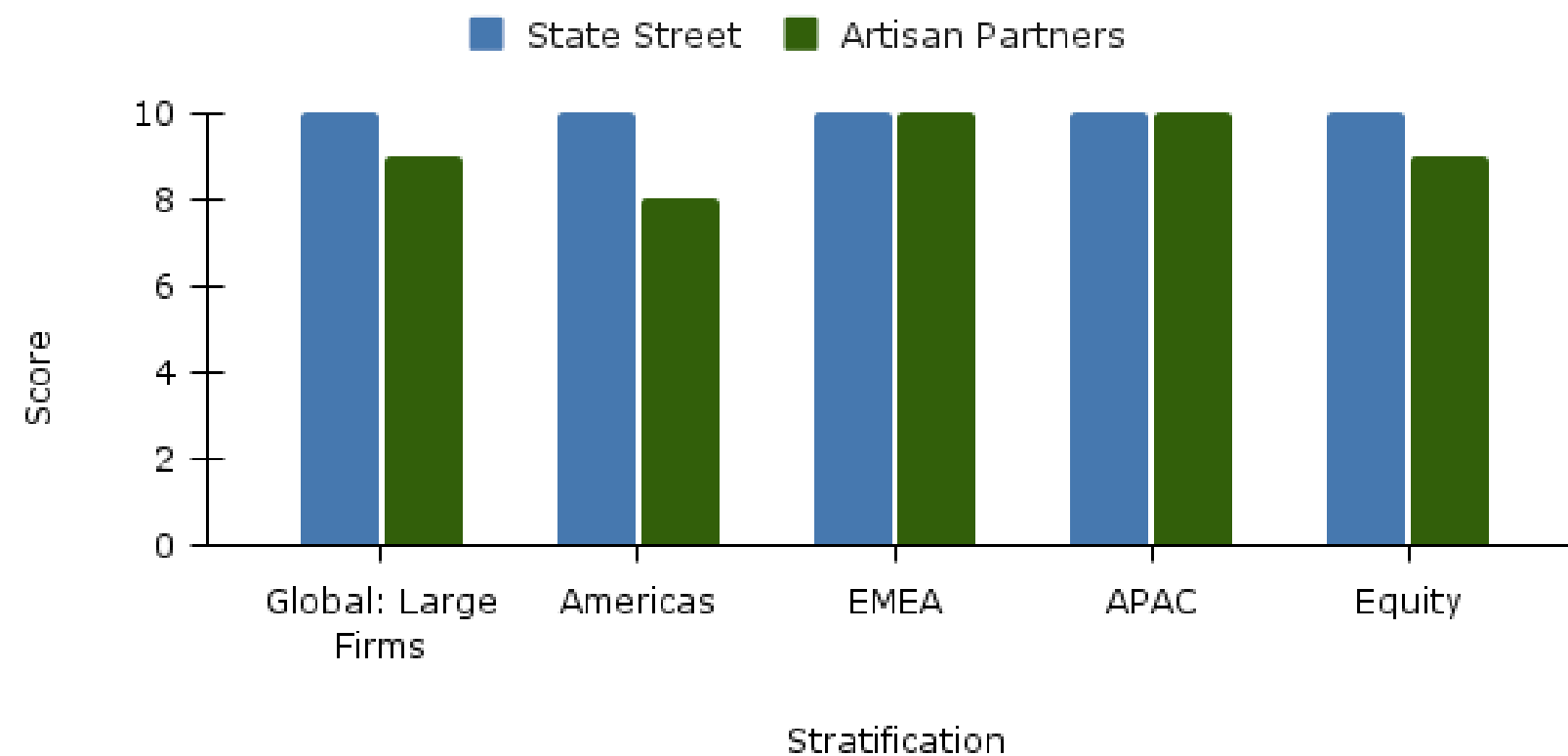
Operations

Management/Ethics

Brand Awareness Reveals

State Street On Top

Brand Awareness Scores from 23Q3 for STT and APAM



A score evaluated by NASDAQ eVestment that incorporates how known a brand is within a stratification of the industry

Strategy

Marketing

Finance

Operations

Management/Ethics

Marketing Impact

"BRAND AWARENESS"

STATE STREET:

10/10

ARTISAN PARTNERS:

8/10

A composite image with a blue tint. In the upper left, a portion of a calculator is visible, showing buttons for numbers 1 through 9, a plus sign, a percent sign, and a memory plus button. In the upper right, a stack of US coins, including quarters and dimes, is shown. The background consists of several financial line charts with fluctuating lines. A semi-transparent horizontal band across the middle contains the word "FINANCE" in white, bold, sans-serif capital letters.

FINANCE

2023 Balance Sheets Favor **State Street's** High Equity

| STATE STREET: | | ARTISAN PARTNERS: | |
|---------------|------------------|-------------------|--|
| ASSETS | (\$ in millions) | ASSETS | |
| 297,258 | ← | 1406 | |
| LIABILITIES | | LIABILITIES | |
| 273,459 | ← | 1505 | |
| EQUITY | | EQUITY | |
| 23,799 | ← | 351 | |

Strategy

Marketing

Finance

Operations

Management/Ethics

2023 Income Statements Show Immense Success at State Street

| STATE STREET: | | ARTISAN PARTNERS: | |
|---------------------|---|-------------------|--|
| | | (\$ in millions) | |
| Revenues | | Revenues | |
| 18,366 | - Sales Revenue - | 975 | |
| 15 | - Non-Operating Income - | 80 | |
| 18,381 | - Total Revenues - | 1,055 | |
| Expenses | | Expenses | |
| 6,421 | - Cost of Goods Sold - | 529 | |
| 9,405 | - Sum, General/Administrative - | 142 | |
| 15,826 | - Total Expenses - | 671 | |
| Net Income | | Net Income | |
| <u>1,821</u> | - Total Net Income (AFTER taxes) - | <u>202</u> | |

Strategy

Marketing

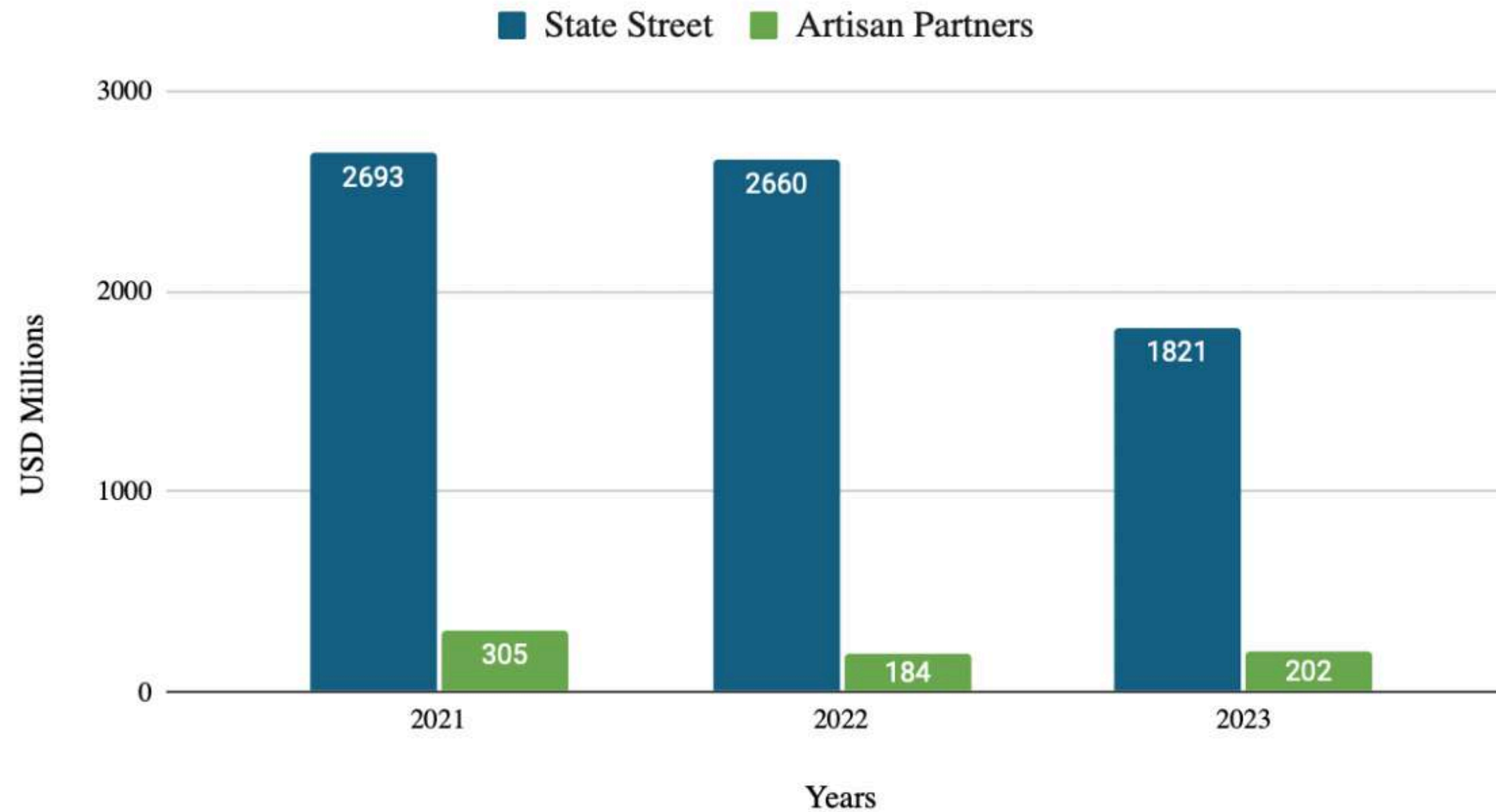
Finance

Operations

Management/Ethics

State Street Demolishes Artisan Partners in Net Income

Net Income



Strategy

Marketing

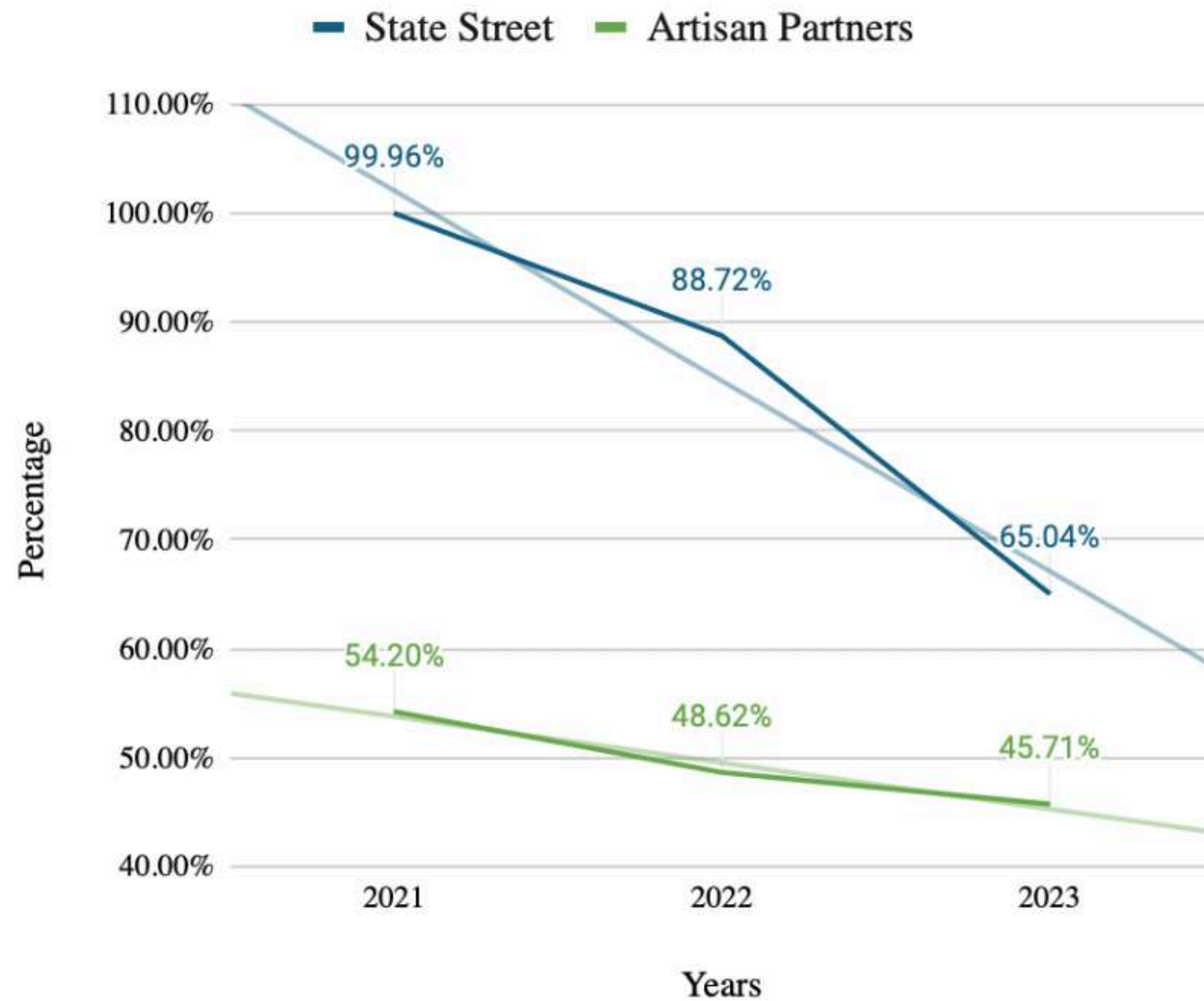
Finance

Operations

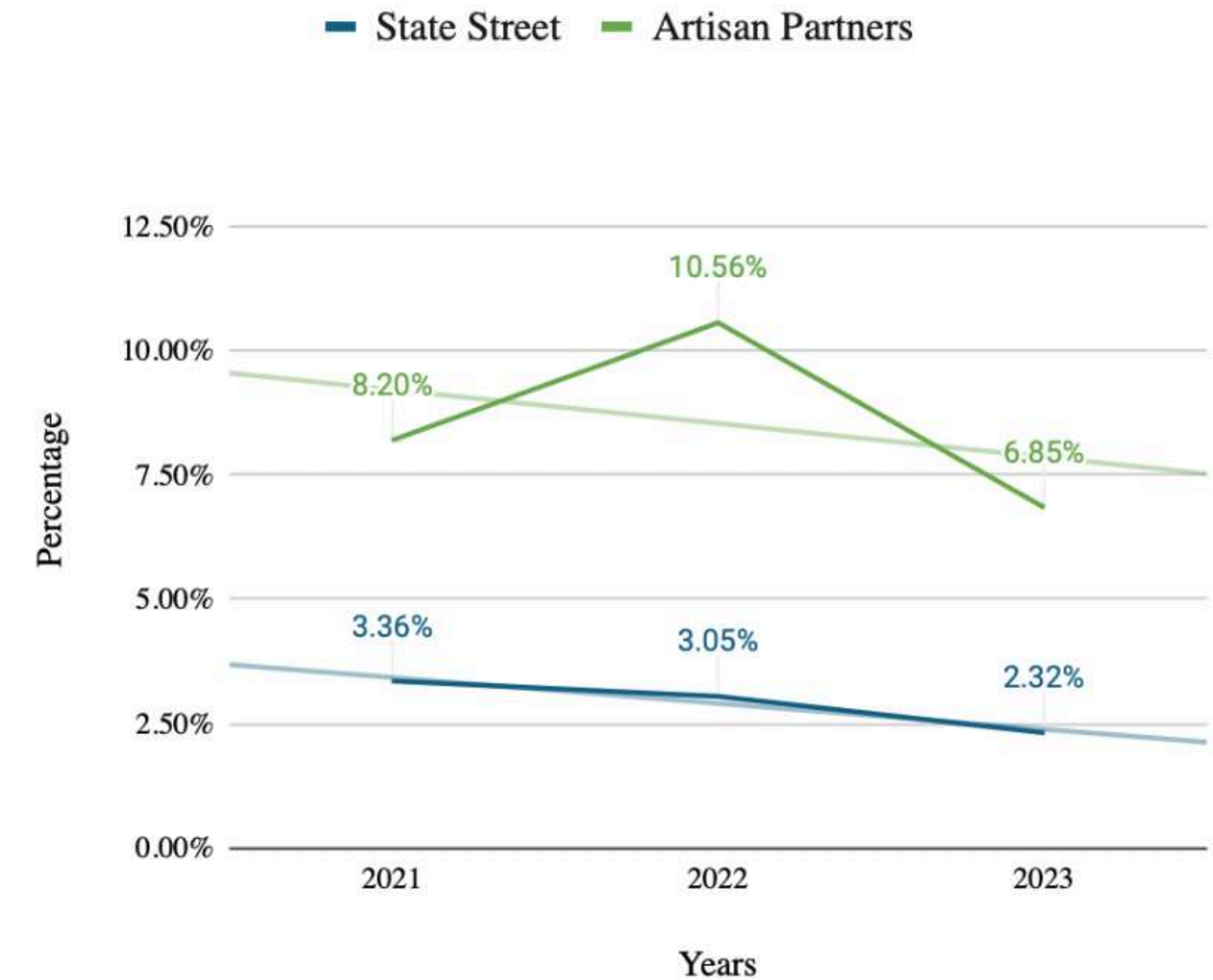
Management/Ethics

Financial Data Confirms **State Street's** Superior Performance

Gross Margin



Dividend Yield Ratio



Strategy

Marketing

Finance

Operations

Management/Ethics

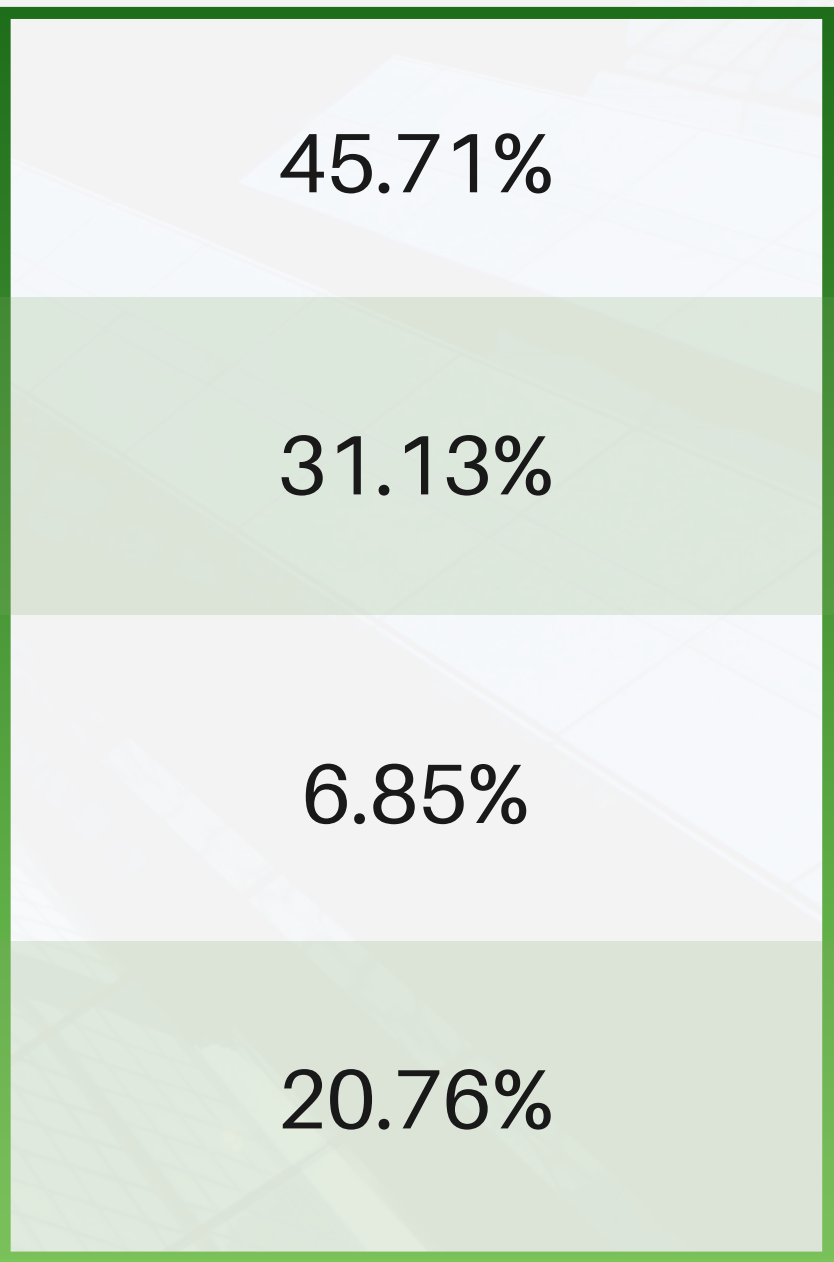
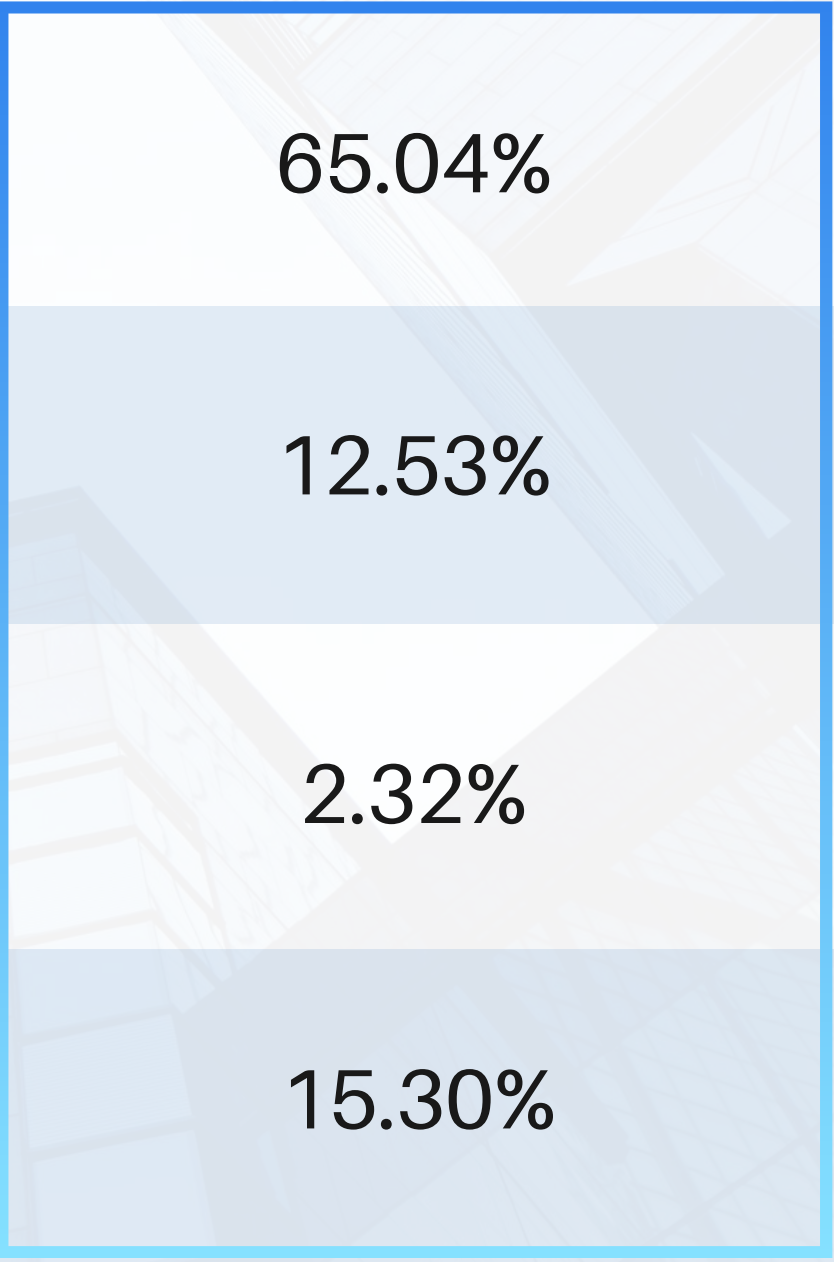
Profit Analysis

Gross Profit Margin

Operating Profit Margin

Dividend Yield

Net Profit Margin



Financial Performance

“PROFIT ANALYSIS”

STATE STREET:

9/10

ARTISAN PARTNERS:

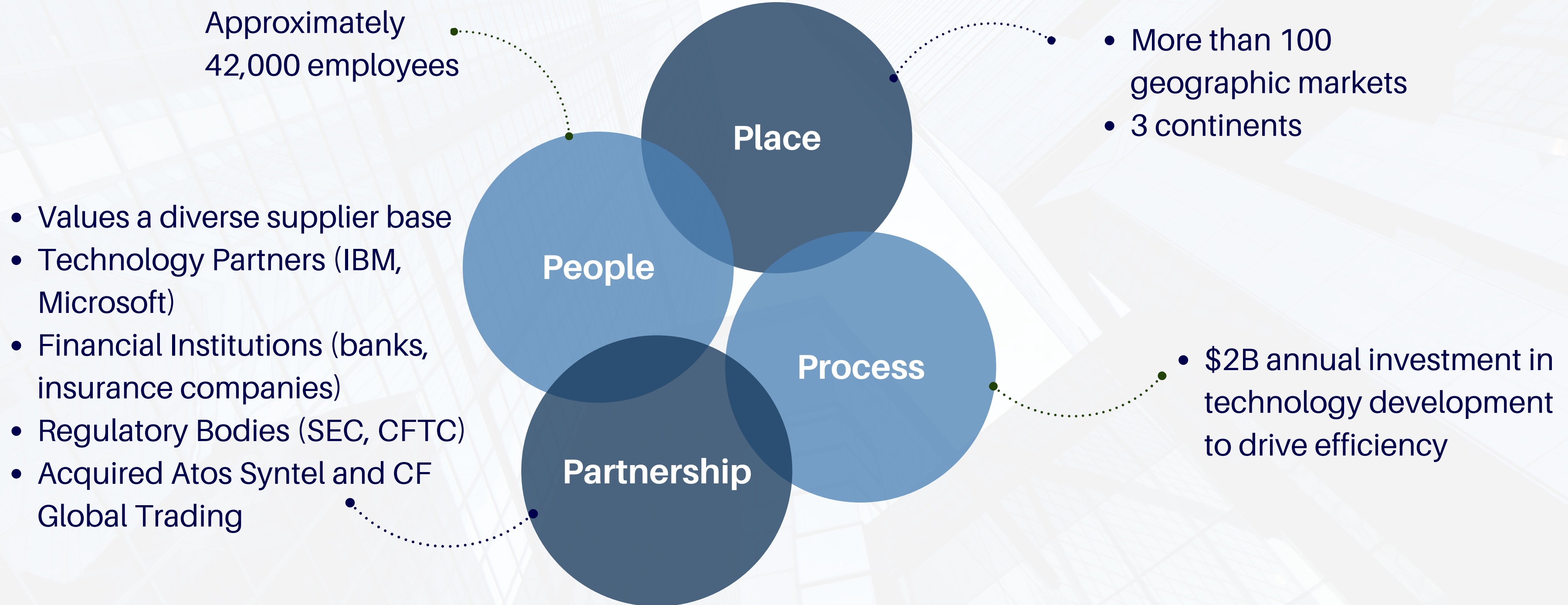
7/10



OPERATIONS MANAGEMENT

The background image shows a person in a blue business suit holding a tablet. The tablet screen displays a complex logistics management interface. It features a central map with a network of lines and nodes, surrounded by various icons representing different modes of transport and logistics operations: a ship, an airplane, a train, a forklift, a truck, a shopping cart, a padlock, a gear, and a lightbulb. The text 'LOGISTICS ROUTE' and 'WORK' is visible on the screen. The overall theme is modern, technology-driven logistics and operations management.

State Street Benefits From Large Scale Operations



Strategy

Marketing

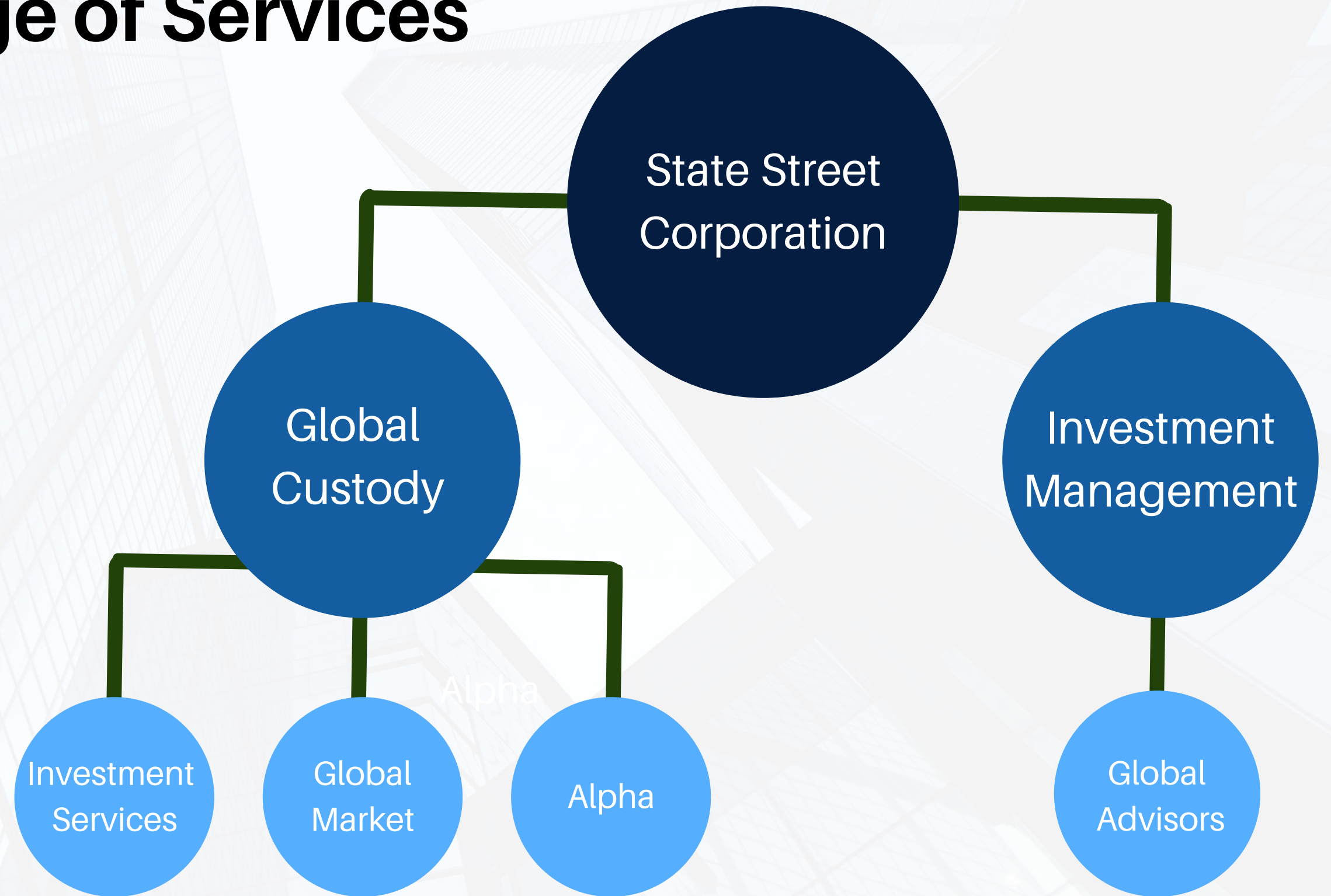
Finance

Operations

Management/Ethics

State Street Leverages Global Network To Deliver A Range of Services

The significance lies in the expansive **scale** and **range** of the services they provide to their clients.



Strategy

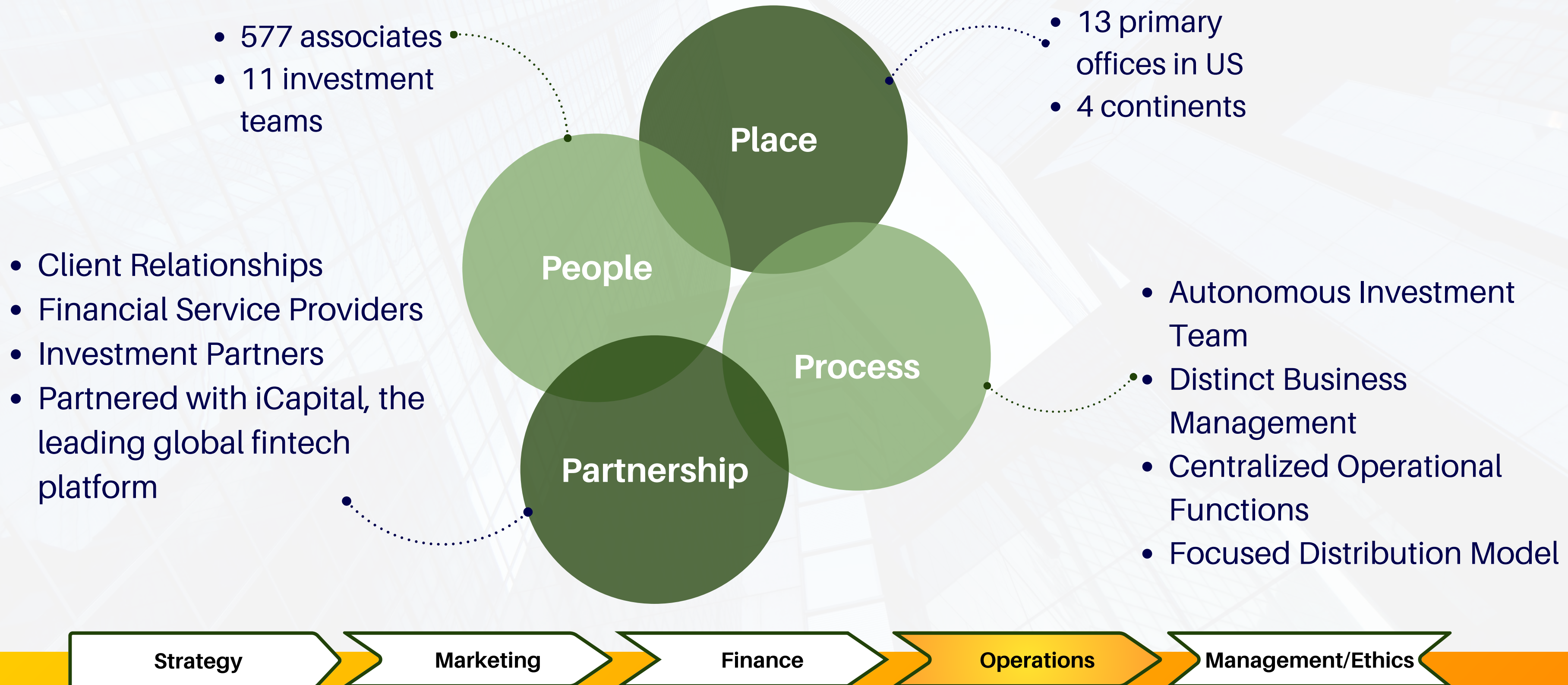
Marketing

Finance

Operations

Management/Ethics

Artisan Partners Is Limited By Small Scale Operations



Artisan Partners's Investment Process Emphasizes Collaboration



Each team member is responsible for finding companies that meet their criteria.

IDEA GENERATION



Identified investment candidate undergoes an in-depth research process

RESEARCH PROCESS



Leverage multiple perspectives to further analyze company's investment elements

RESEARCH QUALIFICATION

Strategy

Marketing

Finance

Operations

Management/Ethics

Employee Satisfaction

eNPS (Scale from -100 to 100)

Promoters

Passives

Detractors

State Street

Artisan Partners

-32

-46

25%

9%

18%

36%

57%

55%

Strategy

Marketing

Finance

Operations

Management/Ethics

Employee Satisfaction

“Employee Net Promoter Score (eNPS)”

STATE STREET:



ARTISAN PARTNERS:



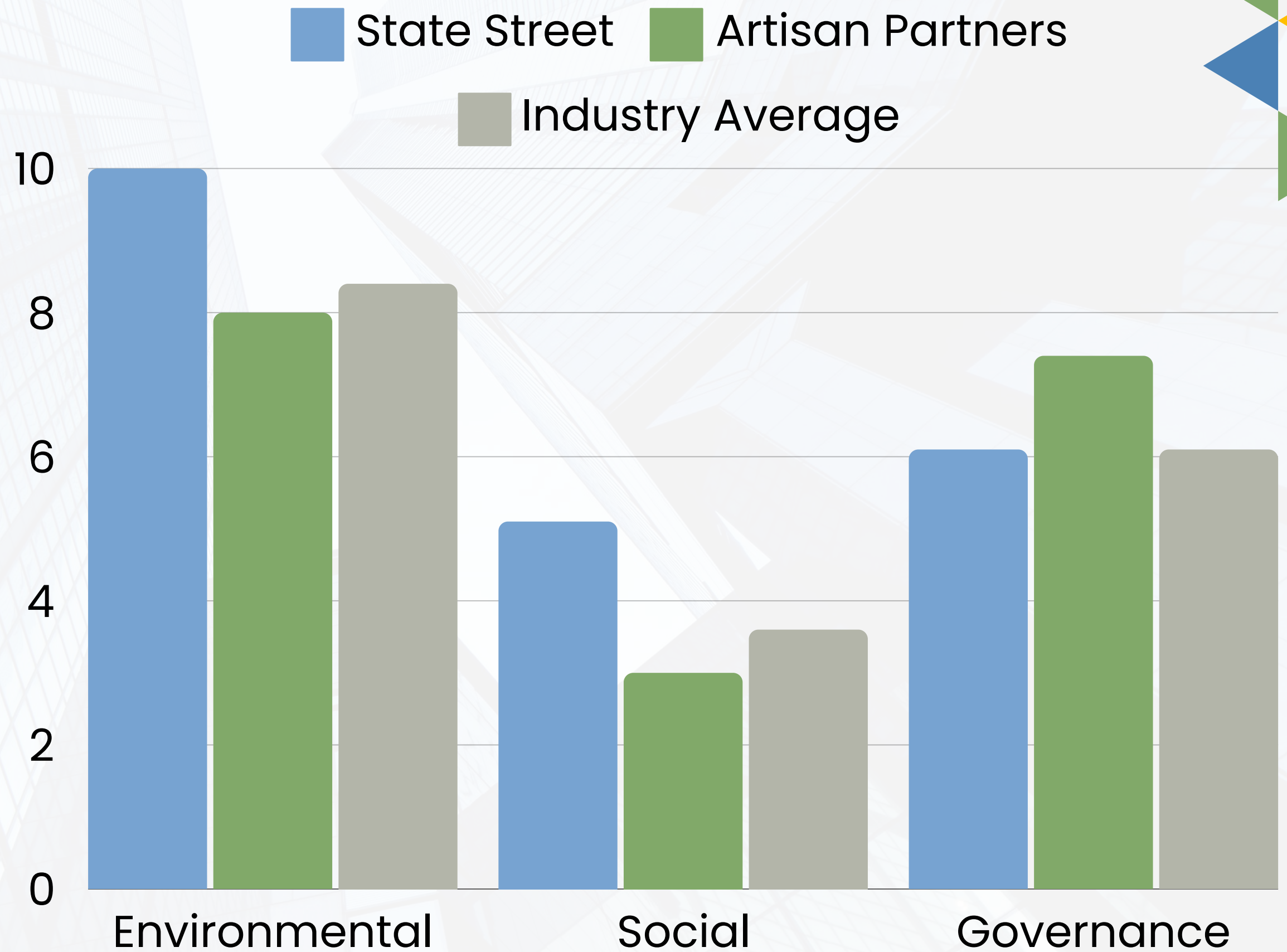
The background of the image is a blurred office scene. In the upper half, three business professionals in suits are standing and talking near a large whiteboard. In the lower half, there are several sheets of paper on a desk, featuring colorful bar charts and line graphs. A black pen and a silver pen are resting on the papers. The overall color palette is cool, with blues and greys, and a semi-transparent dark blue band across the middle where the text is located.

MANAGEMENT/ ETHICS

ESG Scores Favor State Street

State Street: AA

Artisan Partners: BBB



Strategy

Marketing

Finance

Operations

Management/Ethics

Employee Reviews Put **Artisan Partners** Above **State Street**

State Street Corporation

3.5★

PROS

"Good benefit 3 weeks paid vacation + health and dental + paid for your continuing study like CPA or CFA"

CONS

"The overall work attitude is very negative due to the tedious work and low pay."

Artisan Partners

4.5★

PROS

"Great benefits; pay competitive depending on location"

CONS

"Company culture is based on fear and hold true to it's motto."

Strategy

Marketing

Finance

Operations

Management/Ethics

Ethical Decision Making

“EMPLOYEE REVIEWS & ESG SCORES”

STATE STREET:

7.5/10

ARTISAN PARTNERS:

7.5/10

The background features a dark, textured surface. Scattered across it are several large, 3D paper cutouts of question marks in light gray and beige tones. In the lower-left corner, there is a small, open notebook with lined pages and a silver pen resting on it. A semi-transparent dark gray horizontal band spans the middle of the image, serving as a backdrop for the title text.

RECOMMENDATION

Strategy



Customer Satisfaction

15%

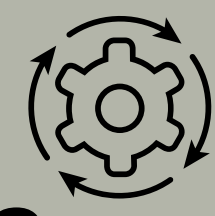
Marketing



Marketing Impact

10%

Operations



Financial Performance

25%

Finance



Income Analysis

35%

Ethics



Ethical Decision Making

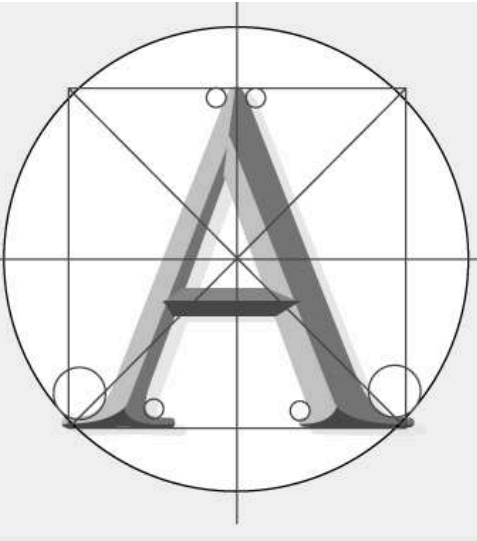
15%

| METRICS | State Street | Artisan Partners |
|-------------------------|--------------|------------------|
| Customer Satisfaction | 8/10 | 7/10 |
| Marketing Impact | 10/10 | 8/10 |
| Financial Performance | 9/10 | 7/10 |
| Employee Satisfaction | 9/10 | 7/10 |
| Ethical Decision Making | 7.5/10 | 7.5/10 |



STATE STREET

8.7/10



ARTISAN

7.2/10



QUESTIONS?

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