

CFA INSTITUTE RESEARCH CHALLENGE

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Atlanta Society of Finance and Investment Professionals and CFA Societies of Alabama and South Carolina host CFA Institute Research Challenge

Students to compete for place in Regional Final in Chicago

Alpharetta, GA (January 19, 2016) – The Atlanta Society of Finance and Investment Professionals and The CFA Societies of Alabama and South Carolina are bringing together finance students from many of the top colleges and universities from the states of Alabama, Georgia and South Carolina to compete in the CFA Institute Research Challenge Southern Classic on February 20, 2016 on the Alpharetta campus of Georgia State University.

The hosts of the event are members of the CFA Institute – the global association of investment professionals made up of portfolio managers, investment analysts and advisors, educators and other financial professionals – will hold the local level of this global competition. During the Alpharetta round, teams of three to five students from the area's leading universities and business schools will compete for a place in the regional final in Chicago, Illinois, USA the week of 11 April 2016 where they will meet other teams from around the world. The successful team will then compete in the Global Final in the same location.

Universities competing in Alpharetta on February 20, 2016, are: Auburn University, Clemson University, Emory University, College of Charleston, Furman University, Georgia State University, Georgia Institute of Technology (Georgia Tech), Mercer University, Mercer University – Atlanta, University of Georgia, University of Alabama and Wofford College.

The CFA Institute Research Challenge offers students the unique opportunity to develop and present an equity research report and compete on a global basis. Students will learn from leading industry experts and their mentors and peers from the world's top business schools. This annual educational initiative is designed to promote best practices in equity research among the next generation of analysts through hands-on mentoring and intensive training in company analysis and presentation skills.

“The CFA Research Challenge is invaluable real-world experience for college students looking to go into a highly competitive work environment over the next few years,” said Joe Porter, the president of CFA Society of Atlanta. “By working with leading research analysts they are building knowledge and relationships that pay enormous dividends as they head into their chosen careers.”

The global competition, which runs until April 2016, attracted more than 4,000 students from 865 universities in 70 countries during the 2015 competition year.

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The CFA Institute Research Challenge comprises:

- **Analysis of a publicly-traded company**
Teams research a publicly traded company. The company's management presents information to the student teams and is available to answer student questions.
- **Mentoring by a professional research analyst**
Each team works with a CFA charterholder who mentors the team during the research process and reviews and critiques its report.
- **Writing a research report**
Each team produces an Initiation of Coverage report on its chosen company. The report is reviewed and scored by a group of judges.
- **Presentation of research to a panel of experts**
The teams' final presentations are locally evaluated by panels of experts from top financial institutions. Panelists include heads of research, portfolio managers, and chief investment officers from the world's top firms. The team with the highest combined written report and presentation score is the winner and advances to the regional level of the Research Challenge.
- **Advancement to the CFA Institute Research Challenge Global Final**
Regional winners then progress to compete at the Global Final. At the regional and global stages of the Research Challenge, teams are evaluated solely on their presentations.

For more information visit the [CFA Institute Research Challenge website](http://www.cfainstitute.org/researchchallenge).

About the Atlanta Society of Finance and Investment Professionals

The Atlanta Society of Finance and Investment Professionals was founded in 1960 to serve the practitioners' need for specialized knowledge, advanced studies, and information on new developments in investments and financial management. Of equal importance has been its mission to promote high standards of professional conduct among its members. For more than 55 years, these objectives have guided the society and its membership, and the society now plays a vital role within the Atlanta investment community. Nationally, the society is a member of the CFA Institute. Admitted to membership in 1961, Atlanta is now among the largest of the more than 135 CFA Institute member societies and affiliates, and its members serve as leaders in CFA Institute. The society has twice hosted the CFA Institute annual conference, in 1968 and 1996.

About the CFA Society of South Carolina

The CFA Society of South Carolina is an association of 65 local investment professional members. Consisting of portfolio managers, security analysts, investment advisors, and other financial professionals, the society promotes ethical and professional standards within the investment industry, encourages professional development through the CFA Program and continuing education, facilitates the exchange of information and opinions among people within the local investment community and beyond, and works to further the public's understanding of the CFA designation and investment industry. As one of CFA Institute member societies, the society connects members to a global network of investment professionals.

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About the CFA Society of Alabama

The CFA Society Alabama is an association of local investment professionals. Consisting of portfolio managers, security analysts, investment advisors, and other financial professionals, the society promotes ethical and professional standards within the investment industry, encourages professional development through the CFA Program and continuing education, facilitates the exchange of information and opinions among people within the local investment community and beyond, and works to further the public's understanding of the CFA designation and investment industry. As one of CFA Institute member societies, the society connects members to a global network of investment professionals.

About the CFA Institute Research Challenge

The CFA Institute Research Challenge gathers students, investment industry professionals, publicly traded companies, and corporate sponsors together locally, regionally, and globally for an annual competition. In order to promote best practices in equity research and company analysis, students research, analyze, and report on a company as if they are practicing analysts. Local CFA member societies and other affiliated groups host local level competitions of the Research Challenge in conjunction with the participating universities. The universities assemble teams of three to five business and finance students who work directly with a company in researching and preparing a company analysis. The team's final presentations are locally evaluated by high-profile panels of heads of research, portfolio managers, and chief investment officers from the world's top firms. The local champions advance to regional competitions for the Americas, Asia Pacific, and Europe, Middle East, and Africa (EMEA) and then to the Global Final; for the first time ever, all competitions will take place in the same location: Chicago, Illinois, USA. Additional information on the Research Challenge is available on the CFA Institute website, www.cfainstitute.org/researchchallenge.

About CFA Institute

CFA Institute is the global association of investment professionals that sets the standard for professional excellence and credentials. The organization is a champion for ethical behavior in investment markets and a respected source of knowledge in the global financial community. The end goal: to create an environment where investors' interests come first, markets function at their best, and economies grow. CFA Institute has more than 113,000 members in 140 countries and territories, including more than 100,000 CFA charterholders, and 144 member societies. For more information, visit www.cfainstitute.org. (Bloomberg users can find CFA Institute at 497458Z.)

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