



**XALT and eVestment, a Nasdaq company, partner to deliver enhanced point of sale investment insights with innovative Artificial Intelligence**

*eVestment's institutional data and market intelligence data will be available through XALT, a PureGroup platform.*

**LONDON—29th SEPTEMBER, 2022—** PureGroup, through its point-of-sale insights platform [XALT](#), and eVestment, a Nasdaq company and a global leader in [institutional investment data and analytics](#), today announced a strategic partnership under which eVestment data will be integrated into the XALT platform.

Leading institutional asset managers leverage XALT to prioritize data and analytics and in turn optimize efficiencies for their distribution teams. These investors also turn to eVestment as a trusted source for investment manager data spanning public and private markets. By integrating eVestment data into XALT, asset managers can leverage artificial intelligence to optimize their sales processes and empower their distribution teams with more timely qualitative insights to engage with clients and deliver better outcomes.

“At PureGroup, we specialize in transforming the productivity and performance of asset management distribution teams through our XALT platform,” said Patrick Murphy, Founder of PureGroup. We are excited to now offer XALT’s customers access to eVestment data to power actionable insights across the institutional landscape, increase the velocity of their client and consultant conversations, and drive greater asset growth.”

“We welcome PureGroup as a strategic data partner to deliver value to our mutual asset manager clients through XALT’s innovative AI technology,” said Russ Elliott, Head of Asset Management Market Intelligence at eVestment. “With a joint penchant for data, together our clients will benefit from in-depth insights and unparalleled data accessibility.”

To learn more about XALT, please visit [xalt.io](http://xalt.io)

### **About Pure Group/XALT**

XALT is an industry-leading point-of-sale insights platform which puts data at the heart of asset management distribution, enabling digital-first sales teams with better insights so they can deliver maximum value to their clients and drive asset growth.

XALT is a PureGroup application and currently supports some of the world’s largest asset managers who manage over \$11tn of assets across North America, Europe and Asia Pacific. PureGroup is a UK-based financial technology business which was established in 2013 and is focused on powering global asset managers to grow assets, increase profitability, and become tomorrow’s leaders.

### **About eVestment**

eVestment, part of Nasdaq, provides institutional investment data, analytics and market intelligence covering public and private markets. Asset managers and general partners reach the institutional marketplace through our platform, while institutional investors and consultants rely on eVestment for manager due diligence, selection and monitoring. eVestment brings transparency and efficiency to the global institutional market, equipping managers, investors and consultants to make data-driven decisions, deploy their resources more productively and ultimately realize better outcomes.