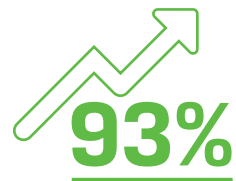


ANNUAL MEMBER SURVEY 2013

The survey was open 12-24 March 2013. Of 45,000 members invited, 6,550 valid responses were received for an overall response rate of 15% and a margin of error of ± 1.1%.

MEMBER VALUE

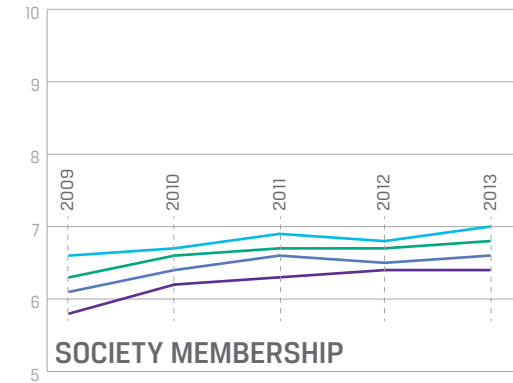
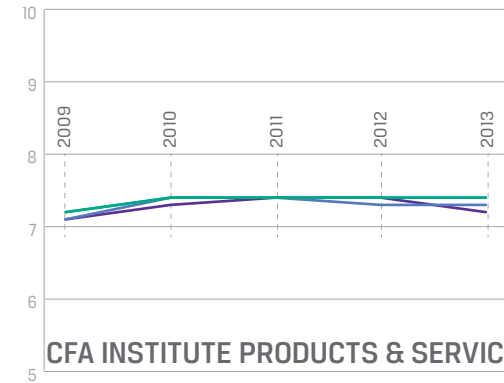
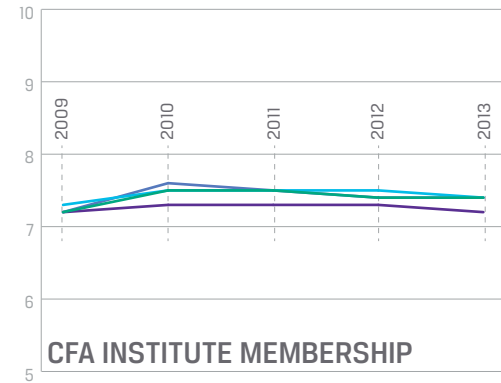
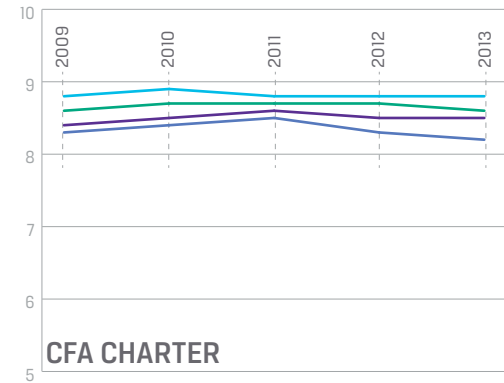


Agree, consistent with prior years, that we are effectively implementing our mission

Respondents rated on a 1-10 scale

LINE GRAPH COLOR REFERENCE

— TOTAL
— AMER
— APAC
— EMEA



BUILDING A MORE TRUSTWORTHY FINANCIAL INDUSTRY

91%

Think it is important for CFA Institute to focus on shaping a more trustworthy financial industry

66%

Think we are perceived as an ethical leader in the industry and...

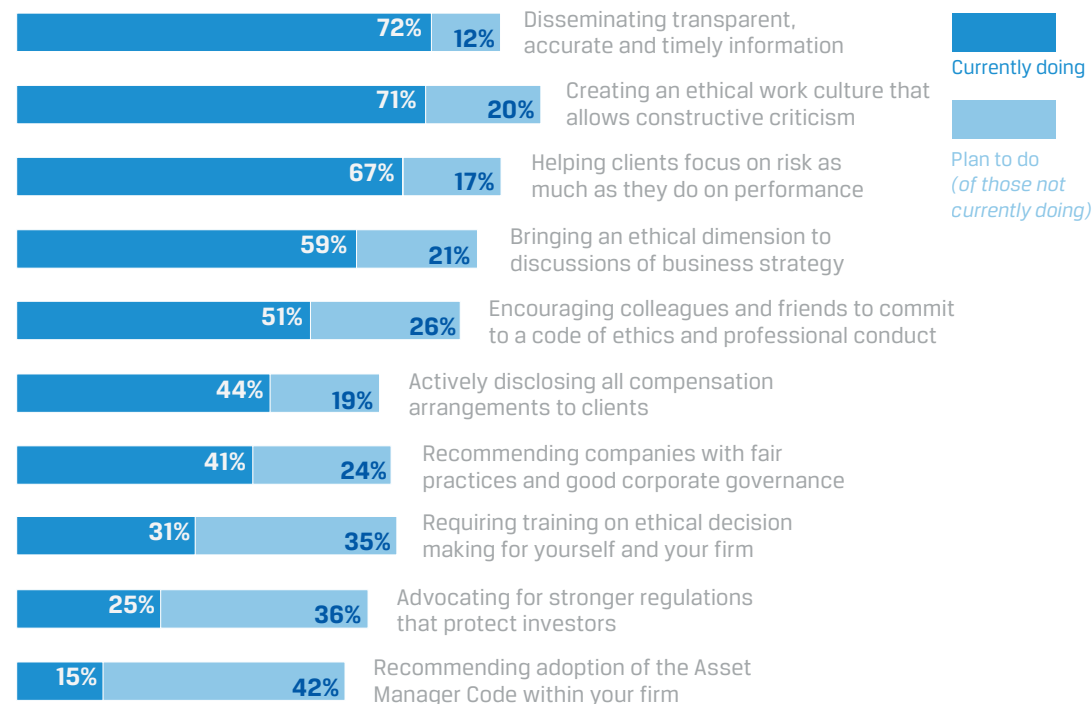
53%

Agree we have an effective presence in advancing ethics and standards in their local market

94%

Think it is important for CFA Institute to focus on championing ethical behavior in investment markets

HOW MEMBERS ARE HELPING TO BUILD A TRUSTWORTHY FINANCIAL INDUSTRY



STRENGTHENING THE BRAND

86% | Indicate that promoting awareness of the CFA charter is important



88% | Have a favorable attitude towards the brand

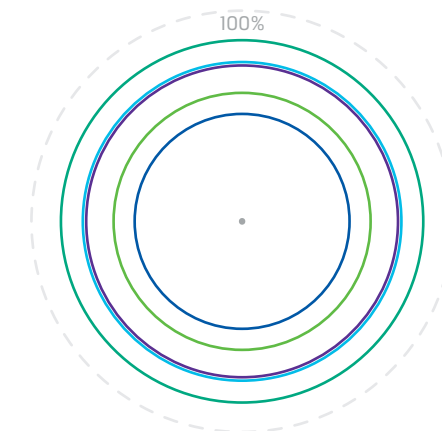
94%

Think it is important for CFA Institute to focus on raising standards of professional excellence in the industry

91%

Think it is important for CFA Institute to focus on being a respected source of knowledge in investment markets

BENEFITS OF THE CFA CHARTER



86% Increased knowledge & competence

75% Increased knowledge of ethical behavior in investment markets

74% Increased respect from employers

61% Increased career advancement opportunities

51% Access to a network of skilled investment professionals

PROFESSIONAL DEVELOPMENT & CAREER RESOURCES

61%

Think CFA Institute is meeting their professional development needs and priorities

63%

Indicate CFA Institute offerings are relevant to their career

PRIMARY REASONS FOR ENGAGING IN PROFESSIONAL DEVELOPMENT

