



**EVIDENCE BASED INVESTING  
SETTING THE AGENDA**



# Taking a leaf from medicine

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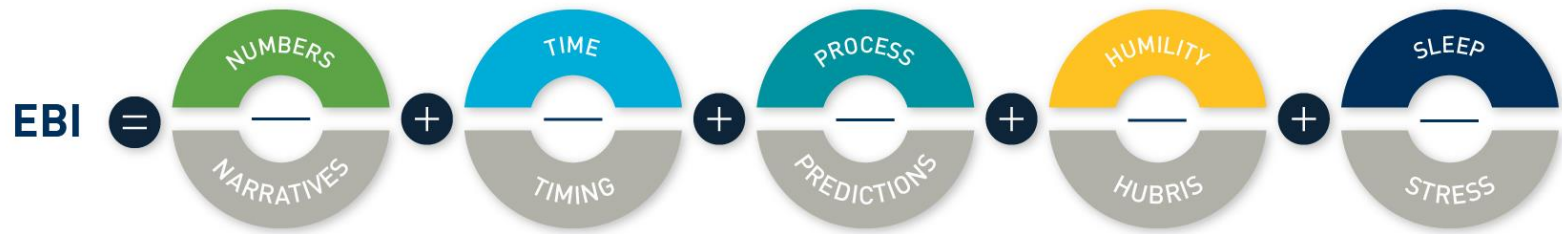


# The opposite?





# Evidence based investing



*Phil Huber, CFA*



# Key EBI levers

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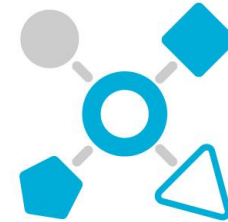
DIVERSIFICATION



ASSET CLASS  
RETURNS



COSTS



FACTORS



# EBI Documentary

**STARRING:**

- GUGULETHU MFUPHI | MODERATOR |
- ELROY DIMSON | LONDON BUSINESS SCHOOL |
- MARK HEBNER | INDEX FUND ADVISOR |
- DAVID BLAKE | PENSIONS INSTITUTE |
- KEITH CUTHBERTSON | CASS BUSINESS SCHOOL |
- ZACK BEZUIDENHOUDT | S&P DOW JONES INDICES |
- CHARLEY ELLIS | INVESTMENT AUTHOR |
- JASON BUTLER | PERSONAL FINANCE WRITER |
- VICTORIA REUVERS | MORNINGSTAR |
- ERIC SHIRBINI | EDHEC, SCIENTIFIC BETA |
- MAYA FISHER-FRENCH | FINANCIAL JOURNALIST |
- CHRIS RULE | CORESHARES |
- GRANT LOCKE | OUTVEST |
- NERINA VISSER | PRESIDENT CFA SOCIETY (SA) |
- WARREN INGRAM | GALILEO CAPITAL |
- DAVID CHAMBERS |
- CAMBRIDGE JUDGE BUSINESS SCHOOL |
- MXOLISI SIWUNDLA | CORESHARES |
- GARETH STOBIE | CORESHARES |

**CORESHARES  
PRESENTS**

## HARD QUESTIONS. BETTER ANSWERS.

THE CASE FOR  
EVIDENCE BASED INVESTING.

 **CORESHARES™**

**THANK YOU**

