

# Fundamentals

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## What better way to present your fund's features, benefits and performance to current and prospective members than in the form of an unbiased Fundamentals report?

SuperRatings' Fundamentals reports are valued by members and financial planners because they are prepared by the most respected independent super industry ratings company. They are also valued for the simplicity of language and easy-to-comprehend graphics.

Presented as a compact yet comprehensive two page PDF, Fundamentals reports are a natural choice for funds proud of their products or those looking to improve their competitive standing.

Fundamentals are refreshed monthly, ensuring continued relevance. Road signs and commentary are reviewed throughout the year as products are enhanced. You can also incorporate Fundamentals content into your member communications or make content available online.

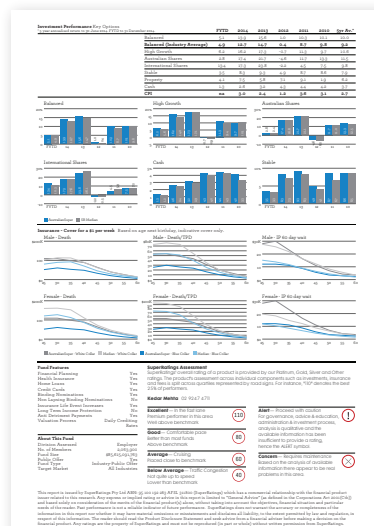
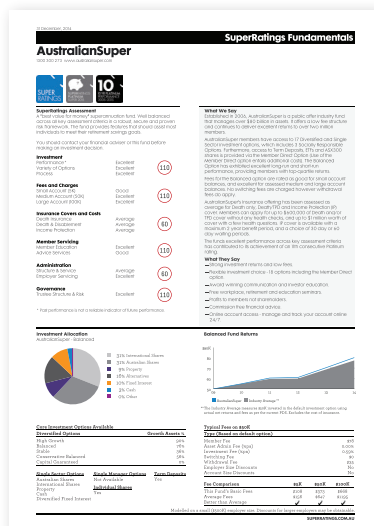
As an unbiased summary, a Fundamentals report adds value to your fund's marketing strategy and provides current and potential members with a comprehensive, engaging and trustworthy overview of your fund.

### Fundamentals features at a glance:

- 1** Your fund's Ratings and Awards prominently displayed.
- 2** Investment performance, fees, insurance, advice, administration and governance presented as road signs for easy comprehension.

- 3** Graphic presentation of investment performance and fee comparison on a \$50K account balance.
- 4** Insurance estimator, summary and benefits.
- 5** Summary of member services and education.
- 6** Highlighted fund extras and ancillary benefits.
- 7** 'What we say' provides a succinct overview of SuperRatings opinion on the fund.
- 8** 'What they say' provides funds with an opportunity to present competitive advantages and differentiators to a wide audience.
- 9** Investment performance for key options shown against industry medians.

### Sample of Fundamentals Data Analysis



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