

ABOUT THE MFEA

Today's IMEA is a strong and growing Alliance, made up of investment companies committed to investor education and influencing industry best practices and thought leadership to enhance products, services and investor experiences.

The organization spans nearly 50 years, undergoing an evolution of mission and message along the way, in response to dynamic changes in the investment industry.

On September 5, 2018 the MFEA (Mutual Fund Education Alliance), is renamed **IMEA, the Investment Management Education Alliance**, a move that recognizes its members' broad range of investment offerings and services, now extending beyond mutual funds.

MFEA: A BRIEF HISTORY

- ▶ Founded in 1971, The No-Load Mutual Fund Association, was a trade group for companies that sold mutual funds directly to the public, without brokers and without loads. It touted the benefits of the "do-it-yourself" approach, buying funds directly from companies such as T. Rowe Price, one of the original charter members, still actively involved today.
- ▶ In 1990, again recognizing the need to evolve in a changing fund industry, the group was renamed Mutual Fund Education Alliance, MFEA. Low-cost, direct-marketed funds became the focus, and the group promoted investor education as the essential element of self-directed investing. In just one year, over 100,000 copies of its Investor's Guide and Investor's Kits were sold, and demand remained strong, becoming widely available at MFEA's *Mutual Fund Investor's Center*, which remains today a top source for investment education.
- ▶ The world of self-directed investing continued to change and MFEA along with it. At a Roundtable of its Governors in Los Angeles, Charles Schwab & Co. introduced One-Source™, a revolutionary idea in investing, an online no-fee platform for investors. Clearly, a new era was upon the industry again, as a world of investment choices, support, and advice emerged further. The Alliance's mission to help investors reach their investment goals through educated investing remained the focus, the options for them to do that was expanding.
- ▶ For nearly 50 years, the Alliance has evolved and adapted. Company consolidations, complexity of share classes and methods of distribution, new ways of saving and investing, company retirement programs, online investing, digital communications...through it all, the Alliance and its membership have retained its value and relevance.
- ▶ At the core of its durability is its critical value to its membership. As a center for thought leadership and best practices, Executive Councils provide a unique forum for companies to address challenges and opportunities that affect their business, their clients and investors.

Today's IMEA is focused on empowering investors with education and support to help them reach lifetime goals, however they choose to invest. The IMEA's Investment Education Center at imealliance.com remains a leading resource for investment information and education.