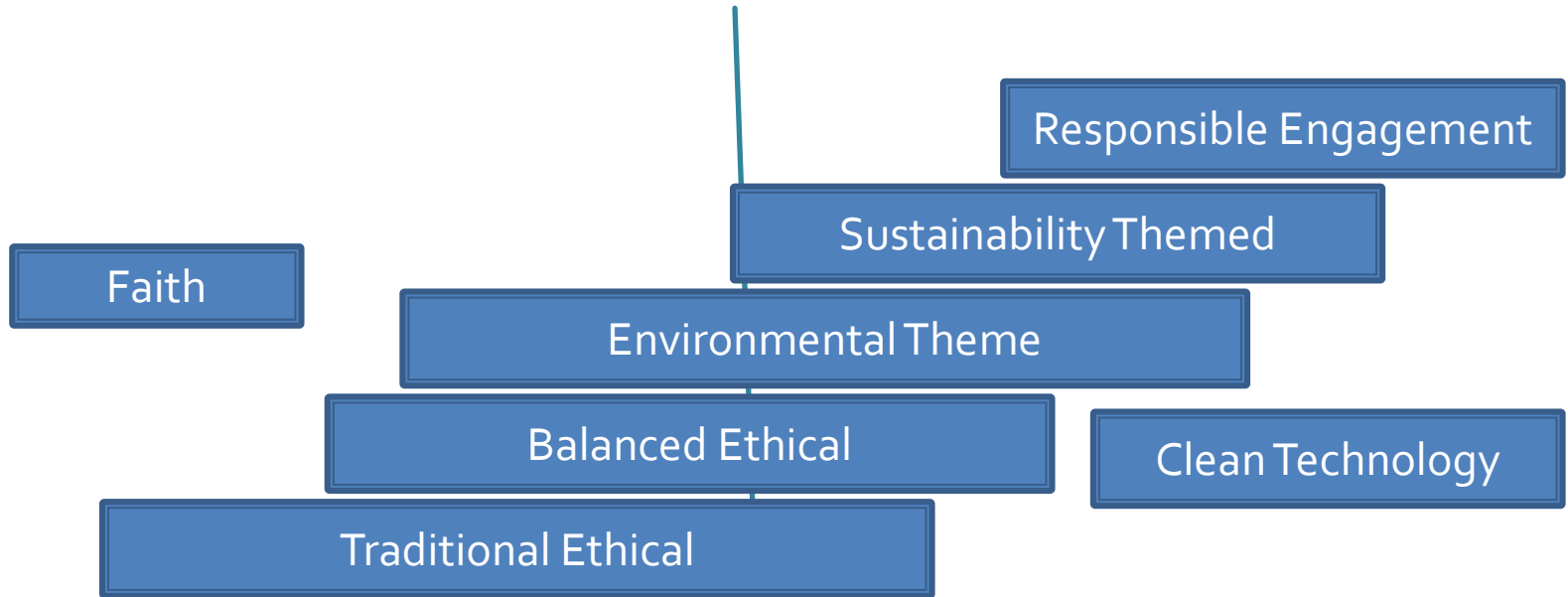


Client motivations & strategic drivers ...

Where does your client/fund fit?

Ethical Values

Financial Goals



Aim: Reflect personal values/beliefs either by avoiding unethical companies and/or by supporting companies considered to be better.

Aim: Combine ethical and financial considerations to help reduce risk and improve returns. Looking to benefit from more responsible, forward looking companies.

Aim: Benefit financially from being 'ahead of the curve'. Wants to benefit from leading change & being ahead of market – may favour leading edge innovative companies

Fund Manager view of clients' SRI aims & motivations: 'I want to make money and