

The Investor Trust 10

01 Investors agree that corporations need to have multi-stakeholder commitment

84 percent of respondents agree maximizing shareholder returns can no longer be the primary goal and that business leaders must commit to balancing the needs of shareholders with those of customers, employees, suppliers and local communities.

02 Building trust is key to a multi-stakeholder strategy

More than 70 percent of respondents believe trust has an impact on a company's ability to attract and retain the best talent, win new customers and grow market share.

03 Employee engagement is now an investment criterion

Investors recognize the impact that healthy culture and engaged employees have on corporate performance. Investors placed "maintaining a healthy company culture" at the top of the list for its impact on trust.

04 The top priorities for investors are cybersecurity, employee health and eco-efficiency

99 percent of respondents expect the Board of Directors to oversee at least one ESG topic. Data privacy and cybersecurity, employee health and safety and eco-efficiency of the company's operations are the top priorities in respondents' plans to engage with the Board.

05 ESG is a leading consideration in voting and engagement policies

87 percent of respondents agree their firms have changed voting and/or engagement policies to be more attentive to ESG risks and 86 percent would consider investing with a lower rate of return if it meant investing in a company that addresses sustainable considerations.

06 Investors said ESG initiatives lead to a favorable impact on growth (54 percent), risk management (51 percent), reputation (47 percent) and return on investment (47 percent).

55 percent of respondents said diversity within a company's board has a significant positive impact on trust. Business areas of expertise, business strategy philosophies and experience outside the industry ranked highest according to respondents, outweighing age, nationality, ethnicity, gender and race.

07 Board diversity should be multi-dimensional

08 Employee activism makes a company a less attractive investment

74 percent of respondents agree that companies with activist employees are less attractive investments and 79 percent believe that most companies are not prepared for employee activism.

09 Companies are unprepared for shareholder activism because they fail to identify emerging risk

51 percent of respondents who said most companies are not prepared to handle activist campaigns believe that the main failure is an inability to identify new and emerging areas of risk and value creation, including ESG, cybersecurity and technological innovation.

10 Board engagement is as important as management engagement

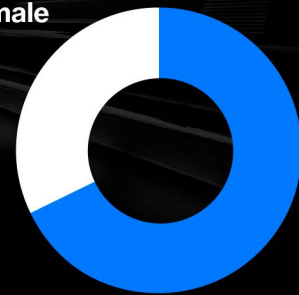
86 percent of investors must trust a company's Board of Directors before making or recommending an investment.

The Investor Trust Sample

The Edelman Trust Barometer Special Report: Institutional Investors, a survey of 607 global institutional investors representing firms that collectively manage over \$9 trillion in assets, reveals new criteria for evaluating investments and insights on what drives institutional investor trust.

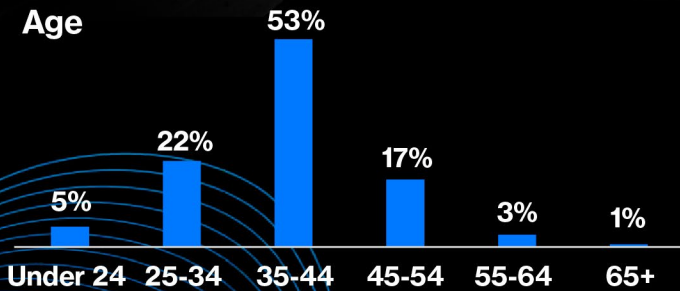
Gender

32% Female



68% Male

Age



Respondents' Job Titles



Primary Investment Style

Growth	36%
Value	17%
Industry Specific	12%
Activist	11%
Quantitative/Index	10%
Hedge	9%
GARP	6%

Organizations' Assets Under Management

in USD

