

BECOME AN SRI-CONNECT SUPPORTER

Build your firm's profile as a supporter of best practice in fundamental sustainable investment research and company – investor communications on sustainability

A SHARED AIM

SRI-Connect aims to improve the quality of sustainable investment research and the efficiency of communications on sustainability between companies and investors.

We believe that high-quality fundamental analysis and direct engagement with companies is the only way to resist the 'greenwash' that threatens to engulf the sustainable investment value chain.

Supporting SRI-Connect is the best way for your firm to demonstrate (to the global sustainable investment industry) your commitment to the highest standards of research and sustainable investment practice.

BENEFITS TO YOUR FIRM

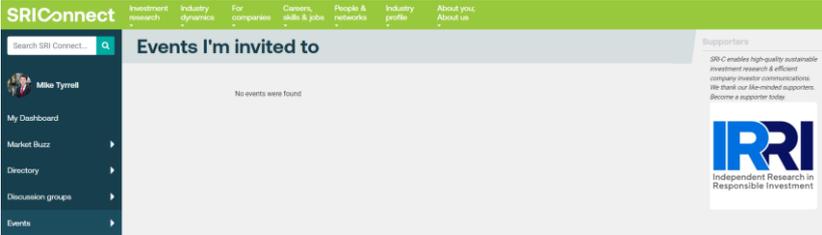
For each monthly supporter package purchased, your firm will receive:

- Your logo on the side of SRI-Connect for four weeks
- Distribution of your logo in the weekly research highlights email for four weeks
- A 'Coverage Report' & 'Industry Profile Report' – to show you the visibility of your firm and team over time
- Pro-active support from our research editors to ensure that any research or analytical op-ed that you produce is promptly found, assessed and distributed

VALUE FOR MONEY

Subscription options	Profile delivered (summary)
<p>Monthly supporter package costs £1,200</p> <p>Qtrly package (Discount: 10%) costs £3,240</p> <p>Annual package (Discount: 25%) costs £10,800</p> <p>(All + UK VAT where relevant)</p>	<p>SRI-C members: 6,500+ <i>(All are regularly checked for current <u>professional</u> exposure to ESG / sustainable investment. No general interest)</i></p> <p>Weekly 'Research Highlights' email (Distribution to 5,600+ Open rate: 22% CTR: 4%)</p> <p>Page views (per month) 14,395</p>
<p>Note on rates: We have benchmarked our rates and target them as 40% cheaper than any peer networks that we can find. We don't want to be salespeople. We want to focus on the quality of analysis and thought on the platform and allow the sales take care of themselves.</p>	<p>Note on profile Full details of site usage can be accessed via here: Our reach your opportunity. You can request (for free) a bespoke, benchmarking report on your firm's profile via here: Request Coverage Report Request Industry Profile Report</p>

YOUR PROFILE RAISED: WHERE YOUR LOGO WILL APPEAR

	<div style="text-align: center;">  <p>Where sustainable companies meet responsible investors</p> </div> <p>Editor's picks: Sector & sustainability issue research</p> <ul style="list-style-type: none"> Rabobank: EU road to net-zero mobility – Highway or traffic jam? Transition Pathway Initiative: Carbon performance assessment of food producers South Pole Group: Rethinking fertiliser MSCI: Deforestation risks on the rise Aviva Investors: Reflections on COP27 A social theme investment for sustainable investors: Meet Experian (31 Jan via InterAxis) <p>Editor's picks: SRI/ESG market dynamics</p> <ul style="list-style-type: none"> New Forests: Outlook for Forestry Investment S&P Global Ratings: LatinAm Green, Social, Sustainability, And Sustainability-Linked Bonds 2022 IFM Investors: Embedding ESG into Private Equity's value creation approach Moody's Analytics: Uncovering Climate Hazard Concentrations in Loan Portfolios SITA FUNDAMENTAL INTEGRATION: NEW COURSE DATES: = Sustainable investment integration (2 x ½ days) Course 1: Apr'23 C2: Jun'23 = Financial analysis, modelling & valuation (20 hrs over 7 days) C1: Mar'23 C2: May'23 JobPosts: 150+ @ abrdn, MSCI, ISS, GIIN, others <p>Supporters</p> <div style="display: flex; justify-content: space-around; align-items: center;">     </div> <p><small>We thank supporters of SRI-C's mission to improve research quality & company-investor communications in sustainable investment. Subscribe your firm as a supporter today</small></p>
<p><i>(Using IIRI logo to demonstrate)</i></p> <p>Online</p> <p>Your logo will be displayed in the RHS margin of SRI-Connect and rotated between five supporters (one of these a not-for profit).</p> <p>In Research Highlights email</p> <p>Your logo will be displayed in four distributions of the 'Research Highlights email.</p>	

AUDIENCE REACHED: OUR REACH IS YOUR OPPORTUNITY

<p>USAGE DATA (2022)</p> <ul style="list-style-type: none"> ➤ Most hit 'buzzes' attract > 300 hits ➤ Visits: 60,034 ➤ Page views: 182,525 (Unique = 135,595) ➤ Outlinks: 13,058 (Unique = 12,242) ➤ Visit duration (avg): 2 mins 25s ➤ Actions undertaken (avg): 3.3 	<p>USER BREAKDOWN (BY GEOGRAPHY)</p> <ul style="list-style-type: none"> ➤ EUR: 63% (52:48 – UK/conti-Europe) ➤ NORTHAM: 22% ➤ ASIA: 8% ➤ OTHER: 7%
<p>RESEARCH HIGHLIGHTS EMAIL</p> <ul style="list-style-type: none"> ➤ Distribution to 5,600+ ➤ Open rate: 22% ➤ Click-through rate: 4% 	<p>ENGAGEMENT</p> <ul style="list-style-type: none"> ➤ Returning visits: 14,063 ➤ Visit duration for returners: 7mins 26s ➤ Actions undertaken: 8
<p>GLOBAL REACH (VISITOR MAP)</p>  <p>60,034 visits</p> <p>Countries: World-Wide Visits: [dropdown]</p>	<p>USER BREAKDOWN (BY TYPE)</p> <ul style="list-style-type: none"> ➤ Asset managers: 27% ➤ 'Asset owners' & investment consultants: 6% ➤ Research providers: 22% ➤ Listed companies: 14% ➤ Other: 31%

BENEFITS TO THE SUSTAINABLE INVESTMENT INDUSTRY GLOBALLY

All proceeds from our monthly supporter packages go towards allowing SRI-Connect to continue our work of disseminating sustainable investment research and opinion to an ever-wider audience, thereby helping to inform and develop an industry that we all need to see prosper. For each package sold, we can deliver:

- 9 hours of sustainable investment research sourcing and distribution
- 6 hours of network quality maintenance & promotion
- 4 hours of work on 'public interest' content (e.g. career development for industry newcomers)
- 6 hours of IT development (to improve user experience of the site)
- ... and makes a £50 contribution to our admin and running costs

WHY SRI-CONNECT? OUR DIFFERENTIATORS

The factors that, we believe, set SRI-Connect apart from anything else in the sustainable investment industry are:

- A 12-year track record of focusing on the integration of sustainability factors through intrinsic valuation into 'mainstream' investment decision-making
- An undiluted focus on investment research, efficient communications between investors and companies and the on people that make these happen
- The expertise of our team – who have extensive experience working in asset management, sell-side and independent research and with listed companies
- An understanding that sustainable investment is and will always be as good as the people within the industry and a belief that helping those people develop themselves will always be the most powerful way of achieving change
- A non-compete attitude ... whereby we support everyone across the value chain and fill in the gaps between them rather than trying to own any part of it
- A mission-mentality with a commercially-ruthless focus on efficiency.

ACT NOW

We only have 48 supporter packages to sell. So, if you want a piece of the best value, highest quality profile investment available in sustainable investment today...

1. [Email Mike Tyrrell](#) saying that your firm would like to become a supporter (detailing how many weeks of support you would like to contribute)
2. Attach a square version of your firm's logo with the hyperlink that you would like to appear behind this
3. We will reply letting you know when the next monthly slot is available and sending an invoice.
4. You pay the invoice and we do the rest