

TIPS ... (FOR LISTED COMPANIES)

... on how to use the FREE tools and information on www.sri-connect.com ... to improve the efficiency and effectiveness of your communication of sustainability to investors and analysts

[1] Relax

Communicating on sustainability and ESG issues to investors is much easier than most companies think. All you need to do is apply basic investor relations practices (investor targeting and prioritisation, direct communications, web-based briefings) to your sustainable investor communications and you can halve the time it takes and double your impact.

[2] Join the network (www.sri-connect.com)

[Register with SRI-Connect via here](#). The network is free to use, has >6,000 professional users globally, is limited to those with current professional exposure to the sustainable investment value chain and welcomes membership of investor relations executives and sustainability / CSR managers from listed companies.

[3] Complete your personal profile and your company's profile

... so that you, your firm and your various interests and activities are well understood across the value chain. [Complete personal profile here](#). [Edit your firm's profile here](#).

[4] Post your CSR / sustainability and event notifications

Simply post a summary of your report and a link to your website [via here](#). We will then distribute it for free to 6,000 sustainable investment professionals globally.

[5] Use the Directory to identify contacts

Search [SRI-Connect's online Directory](#) to find the investors and analysts that cover your sector via here.

[6] Review a free step-by-step guide

... on how companies can 'Take Control of SRI Communications' via here: [Take Control of SRI Communications](#).

[7] Explore best and current practice by peers

... at www.sustainable-ir.com

[8] Request free benchmarking reports

The following are available for free – on request to [Izzie Runcie](#):

- Sector snapshot – summary of recent investor interest in specific stockmarket sectors
- Webpage benchmarking – compares peer company usage of investor relations webpages to support sustainable investor communications – contains simple, free-to-execute tips

[9] ... if you need anything else ...

... just contact [Mike Tyrrell](#) to discuss industry practice, best practice or to ask any questions. Or review [these bespoke services](#) to see if any meet your specific needs.

[10] ... or more ...

Then you might find the other features of the network useful: [Make 'connections' with industry peers](#), join some [discussion groups](#) and post questions or ideas within these, ... and more ... [send messages](#), [host events](#), [understand the industry and its dynamics](#), explore the [profiles of firms](#) within the value chain etc.

Who we are

WWW.SRI-CONNECT.COM

Where sustainable companies meet responsible investors

SRI-CONNECT is the global marketplace for sustainable investment, ESG & corporate governance research.

It is where institutional investors & quoted companies involved in sustainable development meet online.

They use the site to buy, sell & share SRI & CG research, communicate company performance, network, host events, discuss industry development & much more...

We welcome people with an active professional interest in SRI: asset owners, analysts & PMs, companies' IR & CSR managers & their respective advisors.

The site has over 6,000 users; please register for free today.

Too good to be true?

We understand your scepticism. There are so many service providers now jumping on the ESG bandwagon and looking to monetise overly-complex (typically data-oriented) services for companies.

That is simply not us.

We believe fundamentally that direct communications between individuals at companies and at investment firms (research providers and asset managers) is desperately needed to clear up the many misunderstandings and misdirections that are pervasive within the industry and to guide sustainable investment / ESG towards the path of long-term value-creating ownership.

Mike and Andy have both worked in sustainable investment for over 20 years. Izzie has joined the industry more recently.

We are partly funded by grants, partly funded by research and consultancy that explores and highlights best and current practice across the value chain and – yes - partly funded by delivering bespoke services that meet the specific needs of individual companies.

Most importantly, we are obsessive about efficiency in process and high-quality, research-driven, investment-focused contact between companies and investors.