



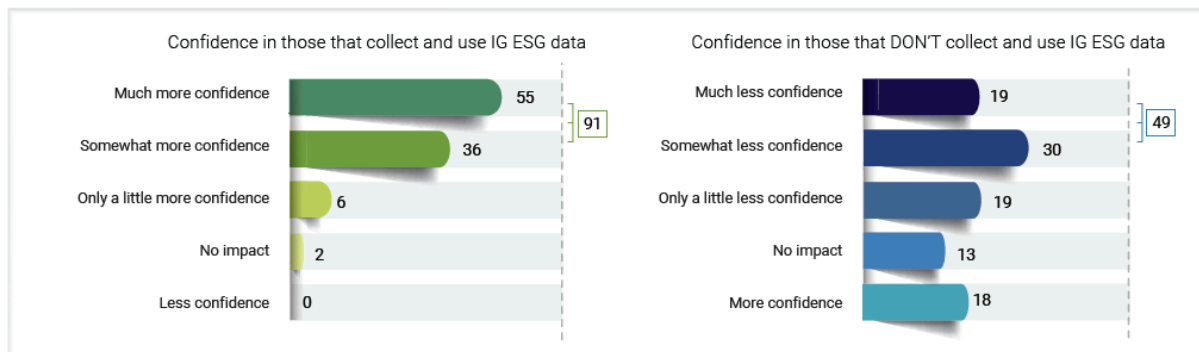
## WHAT IS INVESTMENT QUALITY DATA?

Investment Quality Data (IG) is data programmatically extracted from the source and incorporated into ESG carbon accounting systems. It is data that human hands have never touched. It is timely, accurate, complete, reliable, verifiable, and auditable. It can be easily accessed electronically within the carbon accounting system. When the Securities and Exchange Commission (SEC), or when institutional investors are seeking this information for financial considerations, it is drawn from sophisticated financial accounting systems, not spreadsheets. Today, the same principal applies to ESG data as it is now considered financial data.

## WHY IS IT IMPORTANT?

The responsibility for procuring investment quality data is not new to CFOs and corporate executives. Without universal, mandatory standards governing the measurement and disclosure of corporate ESG performance, the challenge is daunting. Add the determination of financially relevant ESG topics, and resolving the best way to measure and report company performance against them, the task to present “investment quality” ESG performance data prevails for business leaders in today’s market.

### Investors Trust Business Leaders That Credibly Collect and Use IG ESG Data



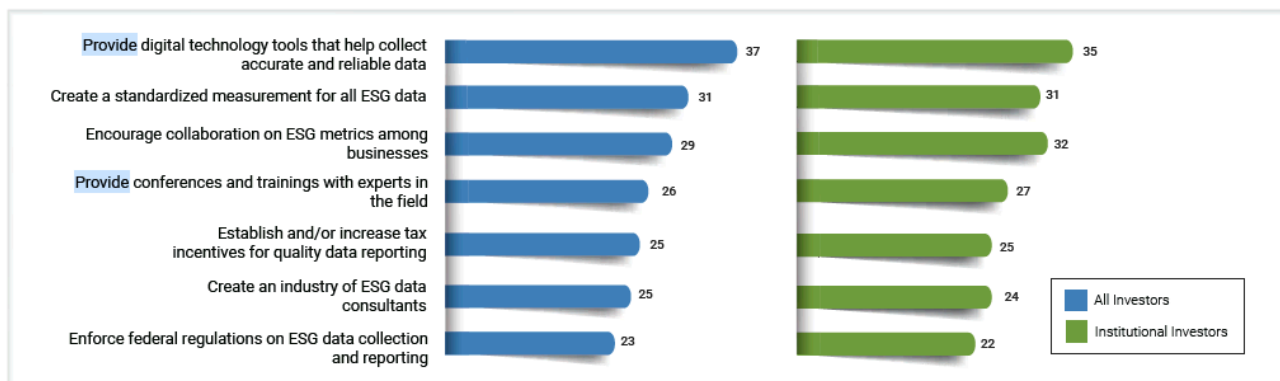
Respondents to *The 2021 Benchmark ESG Survey: Investor Attitudes on Company ESG Data* said they would be willing to reward business leaders that credibly collect and use IG ESG data with more than just their confidence. When it comes to informing their investment decisions, 48% of Investors and 58% of Institutional Investors say companies’ IG ESG data is “much more important” than companies’ conventional financial data. Unsurprisingly, 58% of Institutional Investors and 67% of all Investors said they would be “much more likely to invest” in a company that collects and uses IG ESG data.

### Investors Consider Companies’ Collection and Usage of IG ESG Data a Part of Good Management



Accordingly, more than two-thirds of respondents to *The 2021 Benchmark ESG Survey: Investor Attitudes on Company ESG Data* survey said they would have “less confidence” in the senior leadership of a company that does not credibly collect and use IG ESG data. On the other hand, 97% of respondents said they would have “more confidence” in the senior leadership of firms that do credibly collect and use IG ESG data.

### What Investors Say Can Help Companies Overcome These Barriers



“Across the full sample, a plurality of Investors (32%) said a “lack of digital technology and tools for quality data collection” is the predominant barrier companies face...”

“Companies needn’t be intimidated by the U.S. Securities and Exchange Commission’s (SEC) imminent mandate for public companies to file standardized climate risk disclosures, nor should they lament the task of compliance. The path to compliance, while costly, promises far more for companies than simply avoiding the ire of the SEC.” – R. Mukund Forbes Councils Member

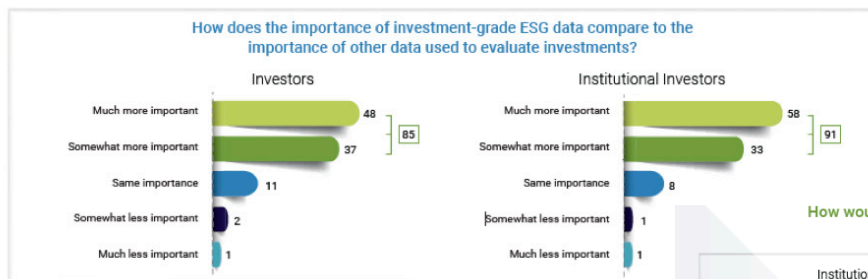


**QUALITY ESG DATA ISN'T JUST FOR FINANCIAL SCRUTINY. IT IS GOOD MANAGEMENT, AND MAY SOON BE CONSIDERED LEGAL COMPLIANCE.**

## WHAT IS THE FINANCIAL MOTIVATION?

Respondents to *The 2021 Benchmark ESG Survey: Investor Attitudes on Company ESG Data* said they would be willing to reward business leaders that credibly collect and use Investment Quality ESG data with more than just their confidence. When it comes to informing their investment decisions, 48% of Investors and 58% of Institutional Investors say companies’ Investment Quality ESG data is “much more important” than companies’ conventional financial data. Unsurprisingly, 58% of Institutional Investors and 67% of all Investors said they would be “much more likely to invest” in a company that collects and uses IG ESG data.

### Investors Want IG Company ESG Data to Inform Their Investment Approaches



### How would a company's collection and usage of IG ESG data impact your likelihood to invest in that company?



This speaks to the dual advantages of collecting and using IG ESG data. Companies that have a better understanding of their sustainability risks and their management of them will be able to make better-informed business decisions, lower costs, and maintain compliance. And the companies that do this successfully can expect investors to not only take notice, but reward them for their efforts.

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