



ir2020

28.01.2020, Frankfurt am Main





IHS Markit®

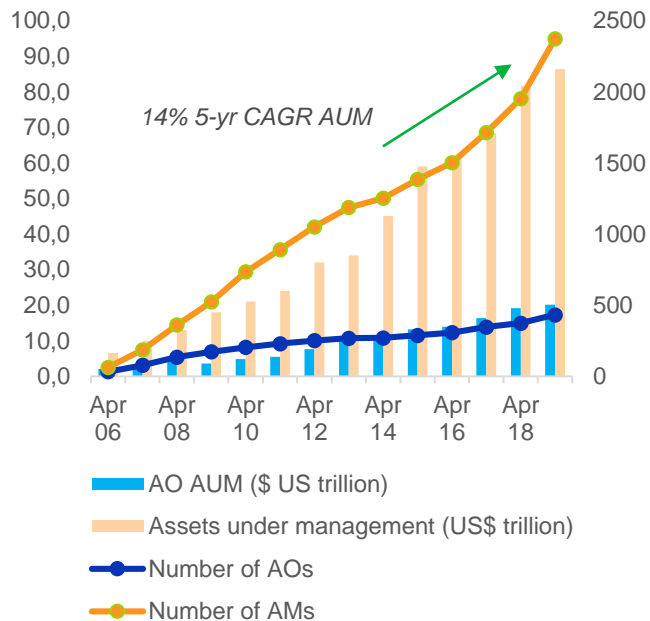
Global ESG Investor Overview

The New Shareholder Environment

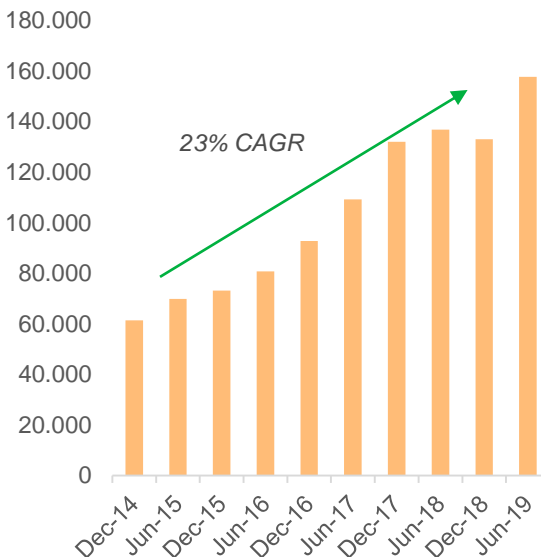
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ESG assets are growing rapidly across all asset classes

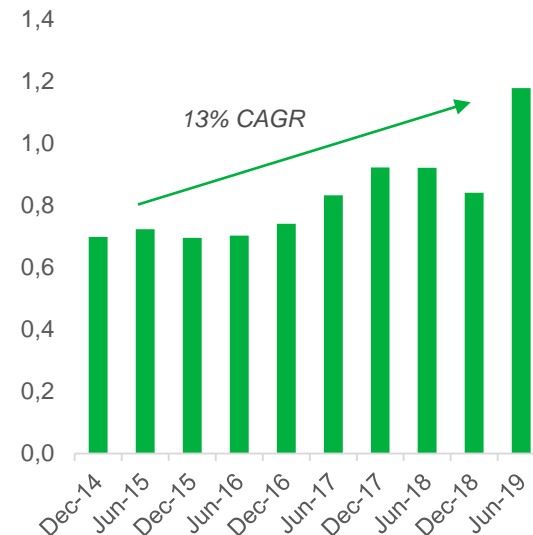
UNPRI Signatories



Passive ESG EAUM (\$M)

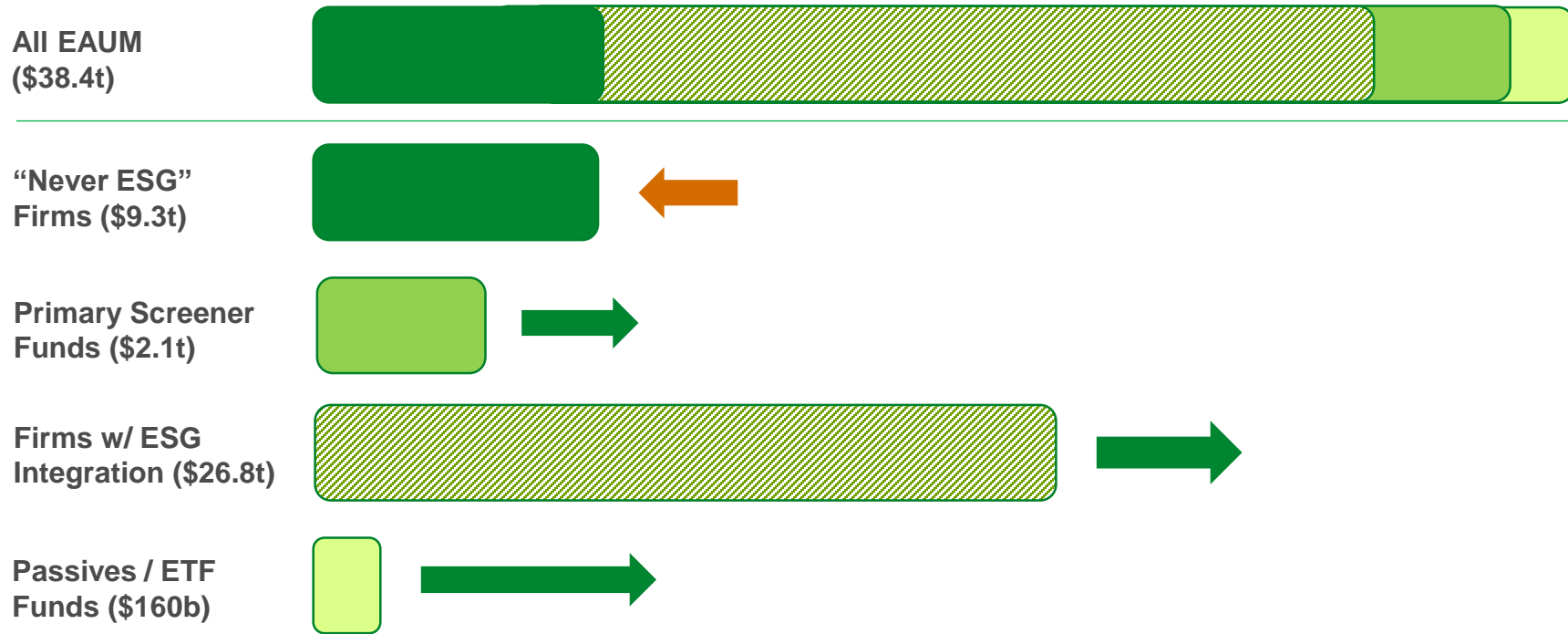


Active ESG EAUM (\$)



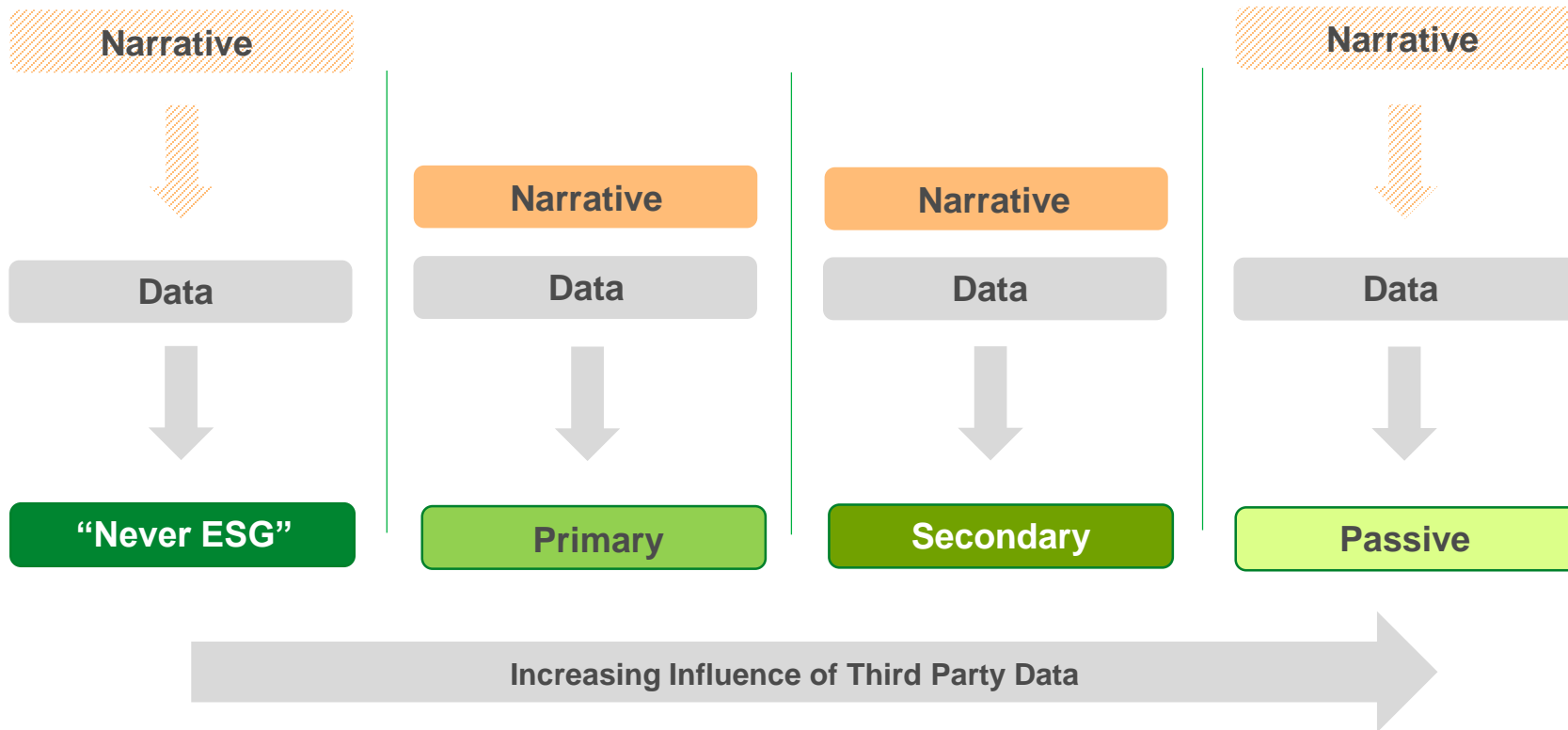
Source: UNPRI, IHS Markit BD Corporate

Equity investment and ESG – investor categories

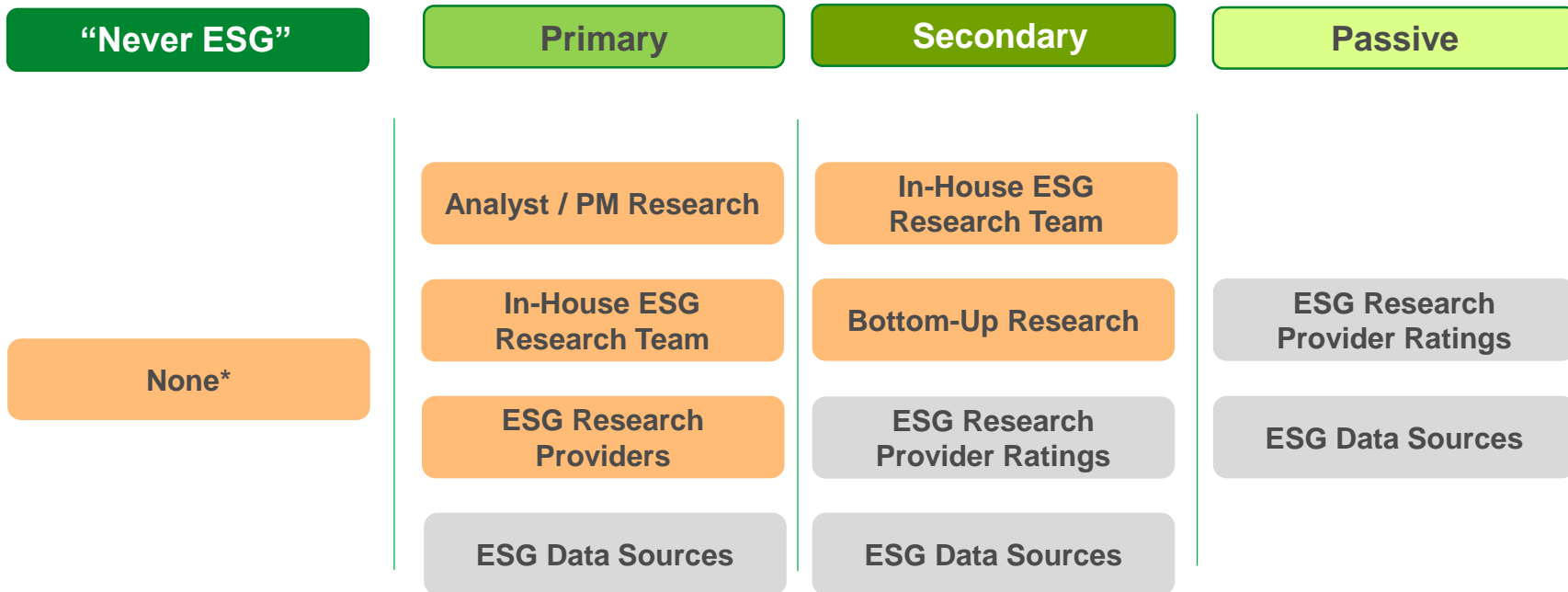


Source: IHS Markit BD Corporate, firms > \$100mm EAUM, excludes PE/VC/Family Office/Bank

ESG influence by investor category

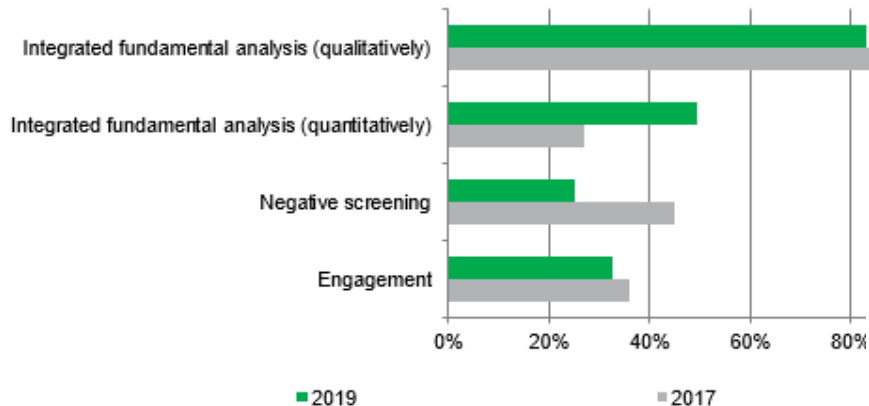


ESG inputs to investment process



Buy-side evolution of ESG integration

Figure 1 - How are ESG factors incorporated into investment decision-making?

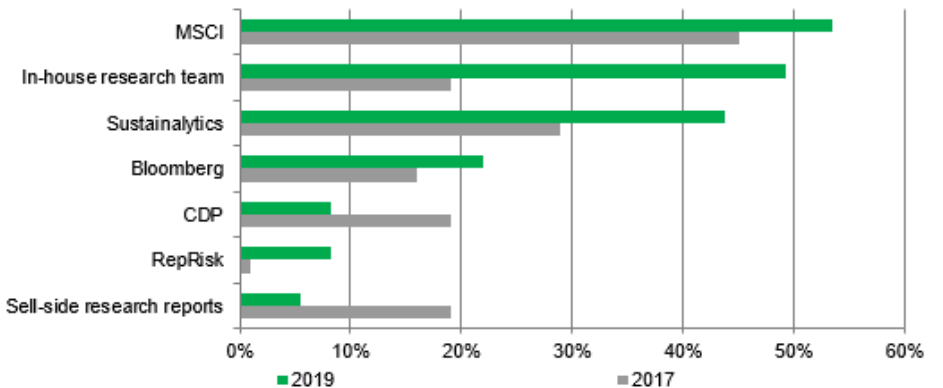


Notes: Participants had the option of providing multiple responses.
Source: IHS Markit

Investors are hiring ESG specialists and training existing staff on ESG

Investors are rapidly adding in-house ESG data & analytics resources

Figure 2 - What are the key resources you rely on for ESG research?



Notes: Participants had the option of providing multiple responses.
Source: IHS Markit

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What should company IR teams do?

Proactive

- **Reach out to and engage** with major shareholders' stewardship teams
- **Engage** with MSCI, Sustainalytics, other large research providers to make sure your data is accurate
- **Benchmark** your ESG operations and communications on major frameworks (SASB, TCFD, etc.)
- **Communicate** your story – ESG can be a positive investment differentiator, not just a risk

Reactive

- **Inbound inquiries from NGO's/researchers** – create a team that handles inbound inquiries (comms, GC, IR, sustainability teams)
- **Survey requests** – learn the source, size, and *history* of asset pool utilizing the survey
- **ESG Index membership requests** – often the costs and extra disclosure outweigh the benefits; review assets replicating / benchmarking

IHS Markit ESG Solutions

Investor Relations

BD Corporate

ESG Targeting

ESG Investor
Sensitivity

ESG Perception
Studies

Governance Bchmk /
Advisory

Events Platform /
ESG Roadshows

Proxy Voting
Solutions

AGM / EGM
Advisory

Sustainability / Other

Climate & Carbon
Analysis

Energy Transition
Advisory

Green Finance
Syndication

Supply Chain
Analysis

Maritime Carbon
Intensity

Environmental Asset
Pricing

IHS Markit ESG Repository

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