



Transparency.Measurability.Comparability.

Quality label and evaluation of sustainability funds.

Vaduz/Zurich, September 2012 - Due to the increasing willingness to incorporate additional aspects into investment decisions, sustainable or socially responsible investments (SRIs) have strongly gained in importance especially over the past few years. The concept of SRI has therefore become an integral part of the financial world and plays a major role for various groups of actors. All around the globe, the number and diversity of market participants offering a wide range of SRI products and services are steadily growing.

The increased awareness and interest in ethical and green investments is fuelling a need for a greater breadth and depth of information and more straightforward and transparent access to key facts and figures. In this regard, however, the focus is increasingly on the central question of how transparency can be created in this diverse environment and how sustainability can be made more measurable - since sustainable doesn't simply mean sustainable.

Partnership - Transparency for the future

In light of this, yourSRI.com has now joined forces with Care Group AG (Zurich), one of the leading companies worldwide in the analysis of sustainable investment funds, with more than 15 years of experience.

Care Group has developed a scientifically based methodology to make sustainability comparable. For this purpose, Care Group's method evaluates more than 70 indicators across four categories (research quality, portfolio quality, engagement and transparency) and represents them visually. The sustainability factsheets prepared by Care Group provide a simple, uniform, intelligible and transparent overview. Care Group's comprehensible methodology and many years of profound market expertise create transparency and guarantee an independent and credible evaluation.

In line with this cooperation, Sustainable Fund Ratings will be available on yourSRI.com starting this autumn. yourSRI is thus actively addressing the market's need for transparency and comparability and is consistently expanding its offerings for clients.

The yourSRI Diamond Standard as an objective quality label

For investors, it is not only a challenge to gain a detailed picture of the SRI quality of a fund, but also to do so quickly. In addition to the objective transparency and evaluation of sustainability, the intelligibility of the information provided is therefore becoming increasingly important as well. yourSRI.com has actively taken on this challenge and is now, as part of this partnership, launching a quality label - the yourSRI Diamond Standard:



True to its motto "*For Transparency in Responsible Investing*", this label provides guidance to investors and the interested public, indicating that a neutral sustainability rating is available which is independent of product providers and compiled on the basis of strict and objective criteria.



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Nearly 400 investment funds have already been certified with this label worldwide, providing a fair comparison and making it easier for investors to combine performance assessment with a sustainability rating when making their investment decisions.

In a sustainable way, this step takes account of the trend toward transparency and quality.

yourSRI is one of the leading databases for responsible investing and acts as a "one-stop-solution" for various topics in the field of sustainability and responsibility. It is designed for all kinds of SRI players and was created to access corresponding products and services in the fields of Asset Management & Investment, Rating, Consulting & Advisory, Research and Education. The database offers access to more than 850 companies, 550 investment products and 300 research documents.

www.yourSRI.com

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