

**Transparency.Measurability.Comparability.**

**Analysis and evaluation of sustainability funds.**

Vaduz/Zurich, September 2012 - Care Group AG headquartered in Zurich has developed SRIFundsAdvice.com, an interactive platform for presenting and comparing the sustainability quality and performance of funds. SRIFundsAdvice.com also shows how this information can profitably be employed in the investment process.

**More transparency - SRIFundsAdvice.com**

With this platform, Care Group is actively addressing the needs of the market, since there is a huge number of investment products worldwide with a focus on sustainability. The key question now is how transparency can be created in this diverse environment and how sustainability can be made more measurable - since sustainable doesn't simply mean sustainable.

To measure these questions and their implementation in a fund, a suitable methodology is needed. 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.

**Partnership - Transparency for the future**

In this connection, Care Group has now joined forces with yourSRI.com, one of the leading online databases worldwide in the field of sustainable investments. Thanks to its position as a comprehensive one-stop solution for sustainable investments, market coverage is extensive. In addition to detailed information on investment products, yourSRI.com also includes its own research database and additional information on market participants.

As part of this cooperation, all sustainability factsheets prepared by Care Group will be made available as individual reports on yourSRI starting in October. All other functions such as fund comparisons will be possible in addition, complementing the services offered by Care Group.

**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. Care Group and yourSRI.com have actively taken on this challenge and are now, as part of this partnership, launching their own 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.

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.

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*Care Group draws on 15 years of experience and profound knowledge for the purpose of comparing and credibly measuring sustainability. On the SRI Funds Advice.com platform offered by Care Group, information from and about the fund market is made available in a comprehensible way. The Fund Comparator provides detailed information at a glance about each selected fund. The investment funds are divided into the traditional investment categories (equity, bond, balanced, money market) and classified according to geographic country focus. Additional search criteria are also available.*

[www.srifundsadvice.com](http://www.srifundsadvice.com)

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