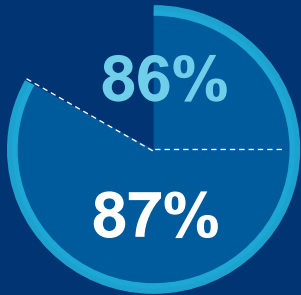


Edelman Trust Barometer

Special Report: Institutional Investors - UK

ESG Drives Better Long-term Returns



86% of UK investors believe companies that prioritise ESG represent better opportunities for long-term returns

87% of UK investors say companies with strong ESG characteristics deserve a premium valuation to their share price



63%

63% of UK investors are actively applying exclusionary screening against investments based on D&I metrics

Diversity & Inclusion Can Impact Investment Into A Company

64%

64% of UK investors say they are beginning to place portfolio investments that do not meet their D&I criteria on watchlists

85%

85% of UK investors believe strong diversity & inclusion metrics have a positive impact on a company's share price

Profitable Companies Expected To Do More



87% of UK investors believe profit-making companies have a greater obligation to address ESG issues than companies that are struggling



87%

87% of UK investors believe launching a public activism campaign is acceptable in the current market environment



82%

82% of UK investment firms would consider taking a more activist approach when it comes to their firms investing strategy

82%

82% of UK investors said they would support a reputable activist investor if they raised concerns about a company it has a high level of trust in

Shareholder Activism Remains On The Rise



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Special Report: Institutional Investors - UK

Trust is Essential to Withstanding A Crisis



80%

of UK investors believe a high level of trust is important for a company to manage effectively through a crisis

83%

of UK investors believe a high level of trust is important for a company to nimbly pivot business strategy in response to rapidly evolving marketplace conditions

Trust In The Board Is Just As Important As Your CEO...

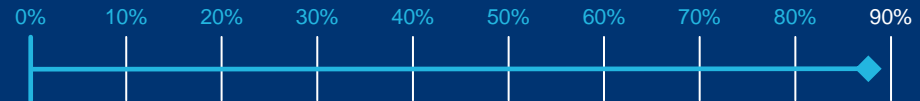
UK investors say before making or recommending an investment they must trust a company's:



Board of Directors



Chief Executive Officer



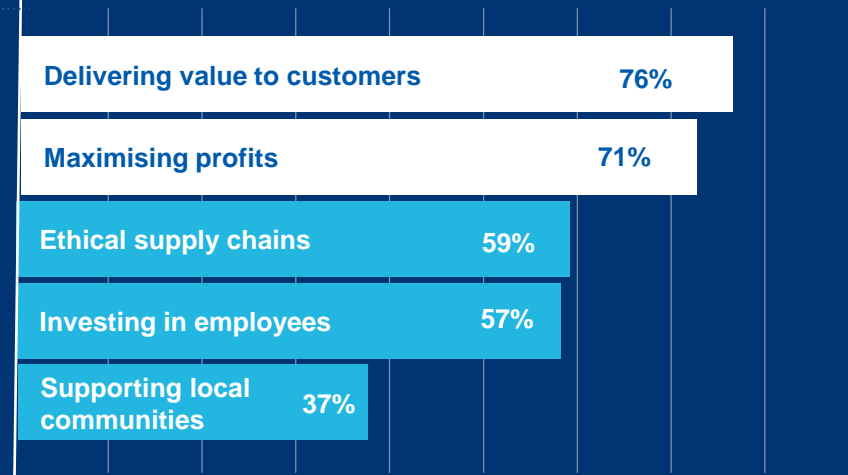
Investors Analysing Digital Presence

89% of UK investors consult a company's social media channel, when evaluating an investment

87% of UK investors consult an executive's social media channels when evaluating an investment



Investors are more likely to invest in companies if they prioritise certain actions



Customers Come Before Shareholders

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