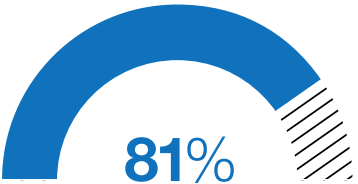


# Edelman Trust Barometer

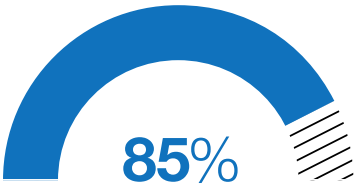
## Special Report: Institutional Investors - UK



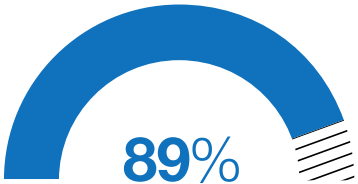
### Low investor trust in ESG



of investors believe companies frequently overstate or exaggerate their ESG progress when disclosing results; however, **85%** believe companies are not disclosing enough ESG information;

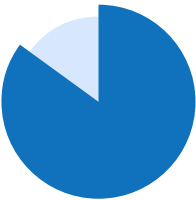


of investors surveyed are in favour of mandatory ESG disclosures;



believe ESG performance deserves a premium valuation to its share price;

### The rise of the retail investor



**85%**

of investors agree that WallStreetBets and other online communities influence their investment decisions, however **87%** believe online communities can create false markets

### Investors are engaging in aggressive activism



of investors surveyed in the UK said they are interested in taking an activist approach to investing;



of investors state they proactively approach reputable activists to change in companies they are or are thinking about investing in



ESG metrics are increasingly important, with **87%** of investors saying they use these as a basis for activist engagement



**69%**

of investors are concerned about the rising impact of meme stock activists and **77%** believe meme stocks represent a targeted attack against institutional investors

For more information contact:

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## Employee empowerment builds trust

79%



of investors believe a workplace that empowers employees inspires trust;

78%



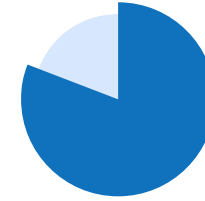
of investors use a range of factors, such as employee satisfaction, DEI activity and corporate image, to assess company culture

71%



of investors believe employee activism within a company is indicative of a healthy workplace culture, good leadership and/or highly engaged workforce

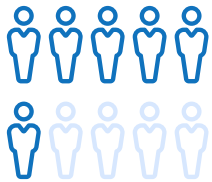
## Investors expect companies to take a stand



81%

of UK investors believe companies have a duty to take a public stand on social issues

## Investors remains focused on DE&I



59%

of investors surveyed lack full confidence in the accuracy of information relating to a company's progress against its diversity and inclusion goals/pledges

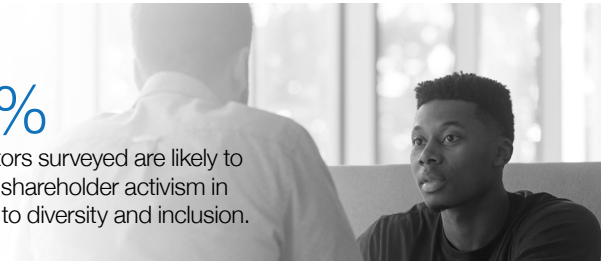


41%

of investors believe it is important for a board of directors to manifest diversity across demographics, skillsets and perspectives

62%

of investors surveyed are likely to engage shareholder activism in regards to diversity and inclusion.



## Trust in leadership important to investors

UK investors say before making or recommending an investment they must trust:

90%



a company's CEO

90%



Board of directors

88%



in a company's mission and/or purpose

## Social media remains an investment factor

87%



of investors consult the **company's social media channels**, when evaluating a current or prospective investment

80%



of investors consult the **executive's social media channels**, when evaluating a current or prospective investment

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