

The First Decade:
1999-2009

Dow Jones Sustainability Indexes

The first decade

Since 1999, a growing number of investors have started identifying sustainability issues as key factors for financial success.

When the Dow Jones Sustainability Indexes were launched in 1999, it was early days for Sustainability Investing. The integration of long-term economic, environmental and social criteria into asset management was largely seen as an issue of values rather than long-term performance. Since then, the debate has advanced significantly and a growing number of investors have started identifying sustainability issues as key factors for financial success.

Various initiatives and an increasing body of scientific studies on the positive relation between sustainability and long-term performance have supported this development. Academic research awarded annually

with the Moskowitz Prize as well as the activities of the UNEP Finance Initiative and, more recently, the growing momentum of the UN Principles for Responsible Investment (UNPRI), have been cases in point. Both private and institutional investors moved into the field. Investment consultants and financial advisors have started developing expertise to support them in doing so. Brokerage analysts are reflecting the importance of sustainability topics such as climate change, water scarcity and corporate governance within their analysis. And educational initiatives have started pushing sustainability issues up the agenda in research and teaching of management, economics and finance.

The reference point for Sustainability Investing

The Dow Jones Sustainability Indexes (DJSI) have accompanied this development throughout the years.

The Dow Jones Sustainability Indexes (DJSI) have accompanied this development throughout the years. Launched in September 1999, they are the longest-running global sustainability benchmarks worldwide and have become the key reference point in Sustainability Investing for investors and companies alike.

Based on the cooperation of Dow Jones Indexes, STOXX Ltd. and SAM, the DJSI leverage the expertise of two leading index providers and the world-renowned pioneer in Sustainability Investing. Following a best-in-class approach, the indexes measure the performance of the world's sustainability leaders. Companies are selected from all industries based on the comprehensive SAM assessment of long-term economic, environmental and social criteria. The selection is reviewed on a yearly basis.

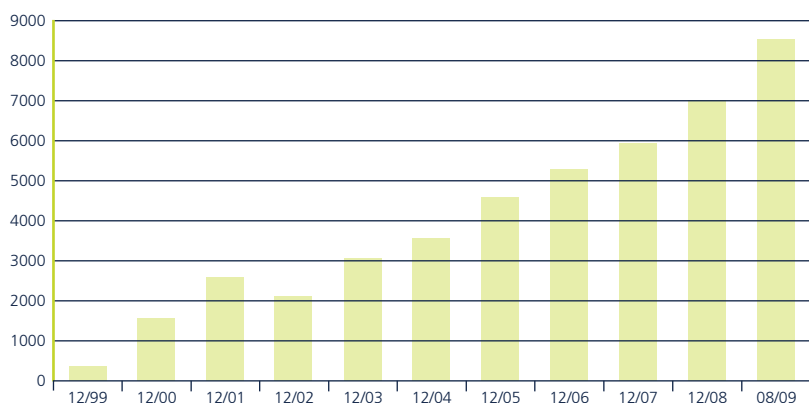
Professional and objective benchmarks

The start of the partnership between SAM and Dow Jones in 1999 and its expansion to include STOXX Ltd. in 2001, were clear signals that sustainability was not a niche concept, but is here to stay. Today, ten years later, the cooperation continues to grow and shape sustainability investment concepts around the globe. In need of professional and objective benchmarks, a growing number of asset

managers and asset owners are turning to the Dow Jones Sustainability Indexes to reflect their sustainability convictions within their portfolios. Today*, more than USD 8bn in assets under management and a variety of financial products – including mutual funds, separate accounts, notes, as well as futures and an exchange-traded fund (ETF) – are linked to the DJSI across 16 countries.

Today, more than USD 8bn in assets under management are invested in DJSI-based financial products.

DJSI-BASED ASSETS UNDER MANAGEMENT
in million USD. Source: SAM



Engagement platform

The Dow Jones Sustainability Indexes are also hitting an increasing number of corporate radar screens. In fact, ever more firms are defining inclusion in the DJSI as a corporate goal and use the feedback report from the SAM assessment to identify gaps and initiate improvements. Many are also linking internal appraisals and bonus payments to index inclusion. The recent decision by the shareholders of one of Europe's largest chemical companies to make the firm's position in the DJSI a key factor in the long-term incentives for its board and senior executives, is a case in point.

Against this backdrop of corporate recognition and

continual improvement, the best-in-class approach to selecting DJSI components effectively raises the bar for inclusion every year. In fact, most of the companies that fall out of the DJSI after the annual assessment have not done anything worse compared with the year before. They simply have not progressed as fast as their peers. As a result, the DJSI series creates a growing dynamic among asset owners and companies to accelerate the momentum towards sustainability and long-term investing. As the number of investors using the DJSI increases, the indexes are providing them with a systematic engagement platform to move sustainability up the corporate agenda.

The indexes also provide a systematic engagement platform to move sustainability up the corporate agenda.

*As of 31 August 2009

Dow Jones Indexes, STOXX Ltd. and SAM have steadily expanded the index family since its launch in 1999.

An expanding index family

With demand for sustainability benchmarks increasing, Dow Jones Indexes, STOXX Ltd. and SAM have steadily expanded the index family over the years. Following the launch of the Dow Jones Sustainability World Index in 1999, the partners introduced the Dow Jones STOXX® Sustainability Index in 2001 as a dedicated index for Europe's sustainability leaders, as

well as the Dow Jones Sustainability North America Index in 2005 and the Dow Jones Sustainability Asia Pacific Index in early 2009. In addition to these broad indexes, the DJSI family today also includes a whole series of blue chip sustainability benchmarks that comprise the largest sustainability leaders from a particular region.

DOW JONES SUSTAINABILITY INDEXES – INDEX RANGE
As of 21 September 2009

Index	Components	Weighting by
Dow Jones Sustainability World Index	317	Free-float market cap
Dow Jones Sustainability World 80 Index	80	Sustainability scores
Dow Jones Sustainability World ex US Index	266	Free-float market cap
Dow Jones Sustainability World ex US 80 Index	80	Sustainability scores
Dow Jones Sustainability North America Index	139	Free-float market cap
Dow Jones Sustainability North America 40 Index	40	Sustainability scores
Dow Jones Sustainability United States Index	123	Free-float market cap
Dow Jones Sustainability United States 40 Index	40	Sustainability scores
Dow Jones Sustainability Asia Pacific Index	130	Free-float market cap
Dow Jones Sustainability Asia Pacific 40 Index	40	Sustainability scores
Dow Jones Sustainability Japan 40 Index	40	Sustainability scores
Dow Jones STOXX® Sustainability Index	154	Free-float market cap
Dow Jones STOXX® Sustainability 40 Index	40	Sustainability scores
Dow Jones EURO STOXX® Sustainability Index	84	Free-float market cap
Dow Jones EURO STOXX® Sustainability 40 Index	40	Sustainability scores

From reactive attitudes to the business case

Companies continue to accelerate their sustainability momentum.

In line with growing interest in sustainability among investors, corporate attention to long-term economic, environmental and social trends has also been on the rise. SAM's annual assessments throughout the DJSI's history reveal a remarkable shift with regard to business attitudes towards sustainability. In the late 1990s, the integration of long-term economic, environmental and social issues into business processes was driven primarily by regulatory, corporate governance and compliance requirements. Back then, even

many of the best performing companies had only vague and ad-hoc processes in place to target sustainability objectives. Today, leading firms embrace the business case of sustainability as a key source of competitive advantage and advance the integration of sustainability criteria into their core product and service offerings. Their management emphasizes that the implementation of sustainability practices helps mitigate risks. And they seize opportunities arising from long-term economic, environmental and social trends.

Identifying sustainability leaders

It is these sustainability leaders that the DJSI identifies across all industries on an annual basis. In that context, what might have been cutting edge in 1999 may have developed into standard practice during the last ten years. At the same time, new sustainability opportunities and challenges have arisen. SAM has therefore continuously adapted its methodology to capture those sustainability issues that are at the vanguard of each industry. In that context, SAM has also gradually increased the weight of industry-specific criteria in its assessments from 30 percent in the

initial phase to 57 percent in 2009. The rising weight of industry-specific criteria reflects our conviction that sector-specific sustainability opportunities and risks play a key role in the long-term success of companies and are thus crucial in the identification of sustainability leaders. Revenues from renewable energy as a percentage of total turnover of electric utilities, approaches to bridging the digital divide by telecommunication companies and strategies for dealing with climate change within the car industry are examples for that.

The sustainability leaders are identified by the DJSI on an annual basis.

CRITERIA AND WEIGHTINGS

Corporate Sustainability Assessment Criteria

Dimension	Criteria	Weighting (%)
Economic	Codes of Conduct / Compliance / Corruption & Bribery	6.0
	Corporate Governance	6.0
	Risk & Crisis Management	6.0
	Industry Specific Criteria	Depends on Industry
Environment	Environmental Reporting*	3.0
	Industry Specific Criteria	Depends on Industry
Social	Corporate Citizenship/ Philanthropy	3.0
	Labor Practice Indicators	5.0
	Human Capital Development	5.5
	Social Reporting*	3.0
	Talent Attraction & Retention	5.5
	Industry Specific Criteria	Depends on Industry

*Criteria assessed based on publicly available information only

Investor demand for long-term perspectives and the integration of economic, environmental and social criteria is poised to expand.

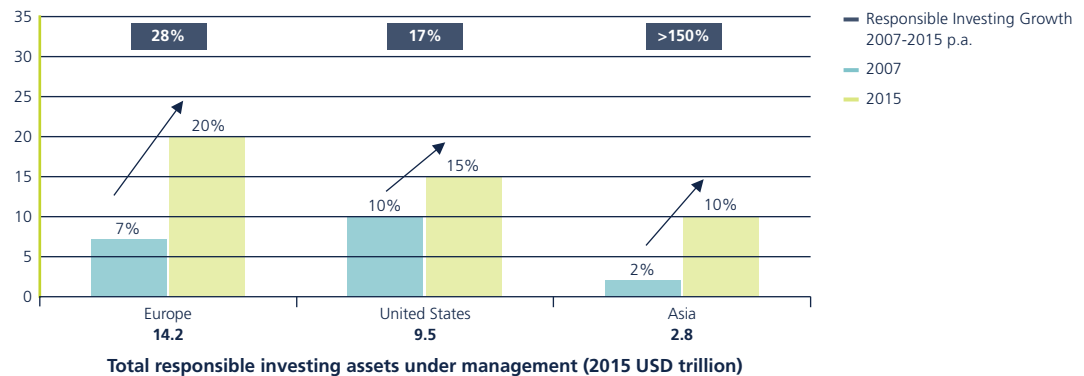
The next ten years

The growth of Sustainability Investing will continue. Within the next ten years, the field is expected to grow to 15-20 percent or around USD 26.5 trillion of total assets under management globally.* Investor demand for long-term perspectives and for the integration of economic, environmental and social criteria within their portfolios will likely expand – even more so after the recent crisis has exposed the significant risks associated with short-termism. Investors’ stock selection is poised to be increasingly influenced by sustainability criteria as they seek companies with a superior business model and attractive long-term return potential. In fact, in mid-2009 the UNPRI was already reporting that asset owners with more than USD 18 trillion had

signed up to its six principles – a significant pool of assets that will be a key driver for Sustainability Investing. Firms will need to react with ever greater transparency and thorough integration of sustainability criteria in their strategies and operations. They have come a long way during the last ten years, but at the same time, room for corporate sustainability improvements remains significant across all sectors. Investors will be watching their progress ever more closely and will aim to identify those companies that take a lead. The Dow Jones Sustainability Indexes will continue to support them in targeting this objective by providing market participants with professional and objective benchmarks.

RESPONSIBLE INVESTING MARKET GROWTH

AUM as % of total AUM. Source: Robeco and Booz & Company



*Robeco/Booz (2008):
Responsible Investing.
A paradigm shift:
From niche to mainstream.

The partners



SAM

SAM is a global investment boutique focused exclusively on Sustainability Investing. The firm's offering comprises asset management, indexes and clean tech private equity. SAM partners with Dow Jones Indexes and STOXX Ltd. in the publication and development of the Dow Jones Sustainability Indexes (DJSI).

Founded in 1995, SAM today has more than 100 employees and is a member of Robeco, a subsidiary of the Dutch Rabobank Group (S&P AAA rating). As of June 30, 2009, SAM's total assets amount to USD 12.4 billion.



DOW JONES INDEXES

Dow Jones Indexes is a leading global provider of market indexes, which it licenses for use as the basis of investment products. Best-known for the Dow Jones Industrial Average, Dow Jones Indexes offers more than 130,000 equity indexes and provides a

number of innovative measures for alternative asset classes, including hedge funds, commodities and real estate. Dow Jones Indexes is a unit of Dow Jones & Company, a News Corporation company.



STOXX LIMITED

STOXX Ltd. is a joint venture between Deutsche Börse AG, Dow Jones & Company and SIX Swiss Exchange AG. Launched in 1998, in advance of the completion of the European Monetary Union, the introduction of the Euro and the creation of the Eurozone, the Dow Jones STOXX® indices became Europe's leading equity indices in a fast and im-

pressive success story. By consistently responding to market requirements, STOXX Ltd. further expanded its strategy beyond Europe. STOXX Ltd. operates as a globally integrated index provider – developing, maintaining, distributing and marketing a comprehensive family of strictly rules-based and transparent indices.

Important legal information: The details given on these pages do not constitute an offer. They are given for information purposes only. No liability is assumed for the correctness and accuracy of the details given. Dow Jones® and Dow Jones Sustainability Indexes are service marks of Dow Jones & Company, Inc. STOXX® is a registered trademark of STOXX Ltd.. Copyright© 2009 SAM – all rights reserved.



SAM Indexes

Josefstrasse 218 · 8005 Zurich · Switzerland
Tel. +41 44 653 10 10 · Fax +41 44 653 10 80
info@sam-group.com · www.sam-group.com

Dow Jones Indexes

P.O. Box 300 · Princeton, NJ 08543 · United States
Tel. +1 609 520 72 49
djindexsupport@dowjones.com · www.djindexes.com

STOXX Ltd.

Selnaustrasse 30 · Postfach · 8021 Zurich · Switzerland
Tel. +41 58 854 54 00
stoxx@stoxx.com · www.stoxx.com

