**TRADINFO – questions for Marcel Schulze**

**-Tell us about your company and what you do.**

**Tradinfo is an IR firm that offers roadshows, investor conferences and perception studies to issuers, brokers and stock exchanges. For our ESG services, we work closely together with Fair Impact, a specialist ESG advisor.**

**-How long has your company been organising sustainability roadshows?**

**Tradinfo organises together with Fair Impact both roadshows and ESG conferences (www.ricazurich.com) since over 4 years, starting in the Benelux and Switzerland and now also in other investment communities as mentioned hereafter.**

**-What do you believe are the reasons for this type of event’s growing popularity?**

**Looking at both sides of the market: first of all, gradually a new generation of CEOs and fund managers have come in place. In general, they have grown up with a much better developped ESG antenna that makes them well aware of what will be their legacy footprint in our society.**

**Secondly, many investors and companies have spoken out and/or adopted statutory policies on various E(nvironmental), S(ocial) and G(overnance) aspects of their organisation. E.g. a pension fund for parsons is not likely to invest in the weapon industry, how profitable it may seem.**

**Thirdly, there is external pressure from third parties such as stock exchanges. They make it for instance mandatory to present -in addition to the annual report- also a CSR or an integrated report. The Sustainable Stock Exchange Initiative of the United Nations, in which we are involved as well, stimulates through their member exchanges such as LSE, NASDAQ OMX, German Stock Exchange and NYSE, top down ESG measures for issuers and investors.**

**-Which are the most common locations?**

**London, has the largest investment community in Europe and thus also many ESG focussed firms such as CCLA, Generation Investment Management and Schroders.**

**Further you find many large investors with an ESG focus in Paris (AXA IM), Zurich (RobercoSAM, ZKB), Frankfurt (Union Invest ) and Amsterdam (APG, NN Investment Partners, PGGM). Also the Nordic region is developing from ESG exclusion policies to ESG integration strategies, which makes it interesting for more companies to visit. For instance Nordea in Helsinki is quite involved with this topic.**

**-What are the main differences with traditional/non-deal roadshows (in terms of organisation, attendance etc.)?**

**In terms of organisation it’s not much different. In respect of the attendance, if assigned, the CSR manager will accompany the IR or management at the 1:1’s. On the investor side, there is often an ESG committee or ESG analyst team installed and one of their members could be present as well.**

**Content wise, it’s much less about figures, more about the underlying business model, and argumentation of certain choices. It depends a lot also on the capacity of the investor to focus on ESG.**

**-Could you give some examples of companies having conducted successful sustainability roadshows and explain the reason of their success?**

**Before we take a company on roadshow or invite to our conferences and introduce them to our investor base, we do a pre-screening in order to find out how evolved their ESG policy is and if they are aligned with certain standards that our ESG investors often apply.**

**Many large companies such as Gas Natural, Pirelli, Roche, Nestle and Repsol we have successfully introduced to ESG focussed investors. These companies have a long history in their CSR policy and are thus well prepared. They are open to listen to the market and their ESG policy is a two-way channel.**