

EVOLUTION OF VALUE DRIVERS

INVESTORS
 Focused on quarterly earnings

BUSINESSES
 Focused on bottom line & shareholder value

Then



Climate Change
 Risk Mitigation
 Millennials
 Social Priorities
 Mega Data
 COVID-19



Now

INVESTORS
 Realize more value w/ companies focused on sustainability

EMPLOYEES
 Expect culture of tolerance and doing good

ENVIRONMENT
 Improves when sustainability is at core of business

CUSTOMERS
 Choose brand purpose over product/price