



PRESS RELEASE

Monitoring ESG and Extra-Financial KPIs: ASSET4 Makes It Easy and Dynamic

Zug, Switzerland, July 01, 2008 – ASSET4 AG, the leading provider of environmental, social and corporate governance (ESG) information, today announced that it has just made monitoring extra-financial key performance indicators (KPIs) **easy** and **dynamic** with its new **one-click ESG and ESG news tracking capabilities**.

The new one-click ESG functionality now available from ASSET4 allows users to generate easy-to-read analysis and benchmarking reports on the ESG performance of a company against its peers based on 90 customisable KPIs with a single click of the mouse.

The *assetmasterProfessional™* news functionality announced today enables users to dynamically monitor the news flow for any or all of the eighteen data categories within the system, such as emission reduction, human rights and health & safety. These criteria can be monitored for a single company, portfolio, sector or geographic region.

“ESG factors have now clearly become a mainstream concern for the financial community and the corporate world as a whole. Therefore, we realised that it was necessary to make this information more dynamic and easier to use, which is why we announced the one-click ESG and ESG news tracking capabilities today,” said Peter Ohnemus, ASSET4 CEO and President. “Having the ability to create a one-click ESG view of key KPIs enables clients to efficiently monitor the issues affecting them. *assetmasterProfessional™* users can still view the complete range of data points and KPIs that we maintain on our universe of companies, but the one-click ESG functionality will provide a new way of visualising and understanding this at times complex information.”

“The importance of the news functionality comes from the fact that while a company’s ESG performance is clearly based on long-term and strategic management decisions, day-to-day events also play an important part in valuation and reputation. Having the ability to dynamically monitor events based on very specific ESG criteria allows our users to stay ahead of the game in their analysis,” said Mr. Ohnemus.



ASSET4

ASSET4 provides professional investors a new generation of investment research information and corporate executives ESG management and benchmarking capabilities. The ASSET4 information and tools enable clients to improve investment performance, reduce risk, develop innovative products, drive down research costs and monitor the ESG aspects of their companies and portfolios. ASSET4 has 240 employees and is headquartered in Zug, Switzerland with locations in London, New York, Paris, Frankfurt, Mauritius and India. It is a proud signatory of the UN's Principles for Responsible Investment. For more information, please visit www.asset4.com.

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