

## JOINT PRESS RELEASE

# SIRP, a Leading CSR Research Institute, to Incorporate ASSET4's Investment Information into Their Analysis

**Zug, Switzerland and Umeå, Sweden, June 17, 2008** – The Sustainable Investment Research Platform (SIRP), whose mission is to enhance the understanding of the economic value of corporate social responsibility (CSR) and ASSET4 AG, the leading provider of environmental, social and corporate governance (ESG) information, today jointly announced that SIRP has acquired a subscription for the ASSET4 information solution. SIRP plans on using the data to investigate issues such as: Does CSR improve the profitability of companies? Is CSR valued and rewarded in financial markets? How do companies create and maintain intangible values inherent in CSR?

“With access to ASSET4’s objective and comprehensive ESG data the researchers that collaborate through our platform can now focus on their research topics without having to collect the data themselves,” said Professor Lars Hassel, Director of SIRP. “SIRP was founded at Umeå University’s School of Business in 2006 and has produced a number of well-received academic studies on the business case for sustainable development. Having the ability to access ASSET4’s predefined key performance indicators (KPIs), as well as create own, will allow us to more efficiently and effectively focus on our mission—researching the economic value of corporate social responsibility.”

“As an ASSET4 university partner, we believe that SIRP can play an important role in investigating the impact of ESG issues on corporate and market performance,” said Henrik Steffensen, ASSET4’s VP of Business Development. “The questions that SIRP is asking about sustainable development are the questions our clients and prospects are also asking. We believe that supporting this analytical research is a key to the continued growth and acceptance of sustainable development by the business community and the market. We look forward to being in dialogue with SIRP as we both strive to make sustainable development the accepted best practice for the world’s leading companies.”

## **Sustainable Investment Research Platform (SIRP)**

SIRP is a research consortium on sustainable investments founded by the Mistra ([www.mistra.org](http://www.mistra.org)) Sustainable Investment Research Platform and led by Professor Lars Hassel at Umeå School of Business at Umeå University. The research programme was initiated January 1st 2006 and Mistra has this June decided to prolong the research program by providing additional 40 MSEK (4.3 M€) to the end of 2012. The Sustainable investment Research Platform is also a supporting partner to the annual Financial Times Sustainable Banking Conference and Awards in London and is the 2008 winner of the Globe Award recognising the leading CSR research institute in Sweden. For more information, please visit [www.sirp.se](http://www.sirp.se).

## **ASSET4**

ASSET4 provides professional investors a new generation of investment research information enabling them to incorporate objective and measurable ESG (environmental, social, governance) information into their investment processes. 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 portfolios. ASSET4 has 220 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](http://www.asset4.com).

## **Contacts**

SIRP

Professor Lars Hassel

Director

Tel: +46 (0)90 786 7132

[lars.hassel@usbe.umu.se](mailto:lars.hassel@usbe.umu.se)

[www.sirp.se](http://www.sirp.se)

ASSET4

Jeff Wild

Corporate Communications

Tel: +41 41 729 30 40

[jeff.wild@asset4.com](mailto:jeff.wild@asset4.com)

[www.asset4.com](http://www.asset4.com)