



## Media Release

Zurich, August 3, 2009

### **SAM and Dow Jones Indexes launch Dow Jones Sustainability Japan 40 Index**

SAM, the investment boutique focused exclusively on Sustainability Investing, and Dow Jones Indexes, a leading global index provider, today announce the launch of the Dow Jones Sustainability Japan 40 Index (DJSI Japan 40). The index measures the performance of the largest 40 sustainability leaders in Japan and provides market participants with a highly liquid and tradable sustainability benchmark for Japanese equities. The Dow Jones Sustainability Japan 40 Index is selected and weighted based on the SAM sustainability scores.

“As one of the largest investment markets worldwide, Japan is a crucial player in driving the integration of sustainability criteria into investing. With the DJSI family just about to turn ten years old, we are delighted to add a dedicated Japanese index to our offering and to support the momentum in this market with a benchmark designed according to the SAM sustainability scores,” said Alexander Barkawi, managing director, SAM Indexes.

“Sustainability indexing continues to gain importance as interest grows in responsible investment concepts, particularly in light of the recent volatility and turmoil in financial markets. The Dow Jones Sustainability Japan 40 Index allows market participants to track the performance of Japan’s 40 sustainability leaders selected according to the superior methodology of the Dow Jones Sustainability index series,” said Michael A. Petronella, president, Dow Jones Indexes.

The Dow Jones Sustainability Japan 40 Index further complements the Dow Jones Sustainability Indexes, which were launched in 1999 and have become a key reference point in Sustainability Investing. The index series comprises 14 broad and blue-chip global, Asia Pacific, North America, U.S., European, and Euro zone benchmarks, as well as additional subset benchmarks.

The DJSI Japan 40 follows the well-established Dow Jones Sustainability Indexes methodology. Component selection as well as index weightings are based on SAM’s unique sustainability scores. The scores are derived from a comprehensive annual assessment of general as well as industry-specific criteria covering issues such as corporate governance, risk management, emissions, water and energy consumption, human capital development, and stakeholder relations.

The index is rebalanced annually in September and calculated in U.S. dollars and Japanese yen.

For more information on the Dow Jones Sustainability Indexes please visit [www.sustainability-indexes.com](http://www.sustainability-indexes.com).

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### About SAM

SAM is an investment boutique focused exclusively on Sustainability Investing. The firm's offering comprises asset management, indexes and private equity. Its asset management capabilities include a range of single-theme, multi-theme and core sustainability investment strategies catering to institutional asset owners and financial intermediaries in Europe, the United States, Asia-Pacific and the Middle East.

Through its index activities, SAM has partnered with Dow Jones Indexes and STOXX Limited for the publication and licensing of the globally recognized Dow Jones Sustainability Indexes (DJSI) as well as customized sustainability benchmarks. Furthermore, SAM is the center of expertise for cleantech private equity within Robeco.

Based on its Corporate Sustainability Assessment, SAM has compiled one of the world's largest sustainability databases and analyzes over 1,000 listed companies annually. SAM's proprietary research and sustainability data are fully integrated into its offering.

SAM is a member of Robeco, which was established in 1929 and offers a broad range of investment products and services worldwide. Robeco is a subsidiary of the AAA-rated Rabobank Group.

SAM was founded in 1995, is headquartered in Zurich and employs over 100 professionals. As of 30<sup>th</sup> June 2009, SAM's total assets amount to USD 11.6 billion.

### About Dow Jones Indexes

A full-service index provider, Dow Jones Indexes develops, maintains and licenses indexes for use as benchmarks and as the basis of investment products. Best known for the Dow Jones Industrial Average, Dow Jones Indexes also is co-owner of the Dow Jones STOXX indexes, the world's leading pan-European indexes that are an integrated segment of the Dow Jones Global Index series. Additionally, Dow Jones Indexes maintains its benchmark index series, the Dow Jones Total Stock Market Indexes, which is anchored by the Dow Jones U.S. Total Stock Market Index and covers more than 12,000 securities in 65 markets. Beyond equity indexes, Dow Jones Indexes maintains a number of alternative indexes, including measures of the hedge fund and commodity markets. Dow Jones indexes are maintained according to clear, unbiased and systematic methodologies that are fully integrated within index families. [www.djindexes.com](http://www.djindexes.com)

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