



**sam**   
sustainability investing

Dow Jones  
Sustainability  
Indexes

A cooperation of Dow Jones Indexes and SAM

**Dow Jones** Indexes **sam**   
A CME Group Company

# Content

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# Key Facts – SAM Indexes

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- Cooperation with Dow Jones Indexes for the publication and licensing of the **Dow Jones Sustainability Indexes (DJSI)**. Launch in 1999.
- Broad family of DJSI benchmarks including **Global, European, Eurozone, North American, US, Asia Pacific, and Japanese** indexes.
- **Over 8 billion USD** in DJSI-based investment vehicles.
- Compiling the **Australian SAM Sustainability Index (AuSSI)** and further customized theme indexes (e.g. **World Water Index, World Solar Energy Index**)
- Launched the **DJSI Korea** in partnership with the Korea Productivity Centre in October 2009.

# Dow Jones Sustainability Indexes (DJSI)

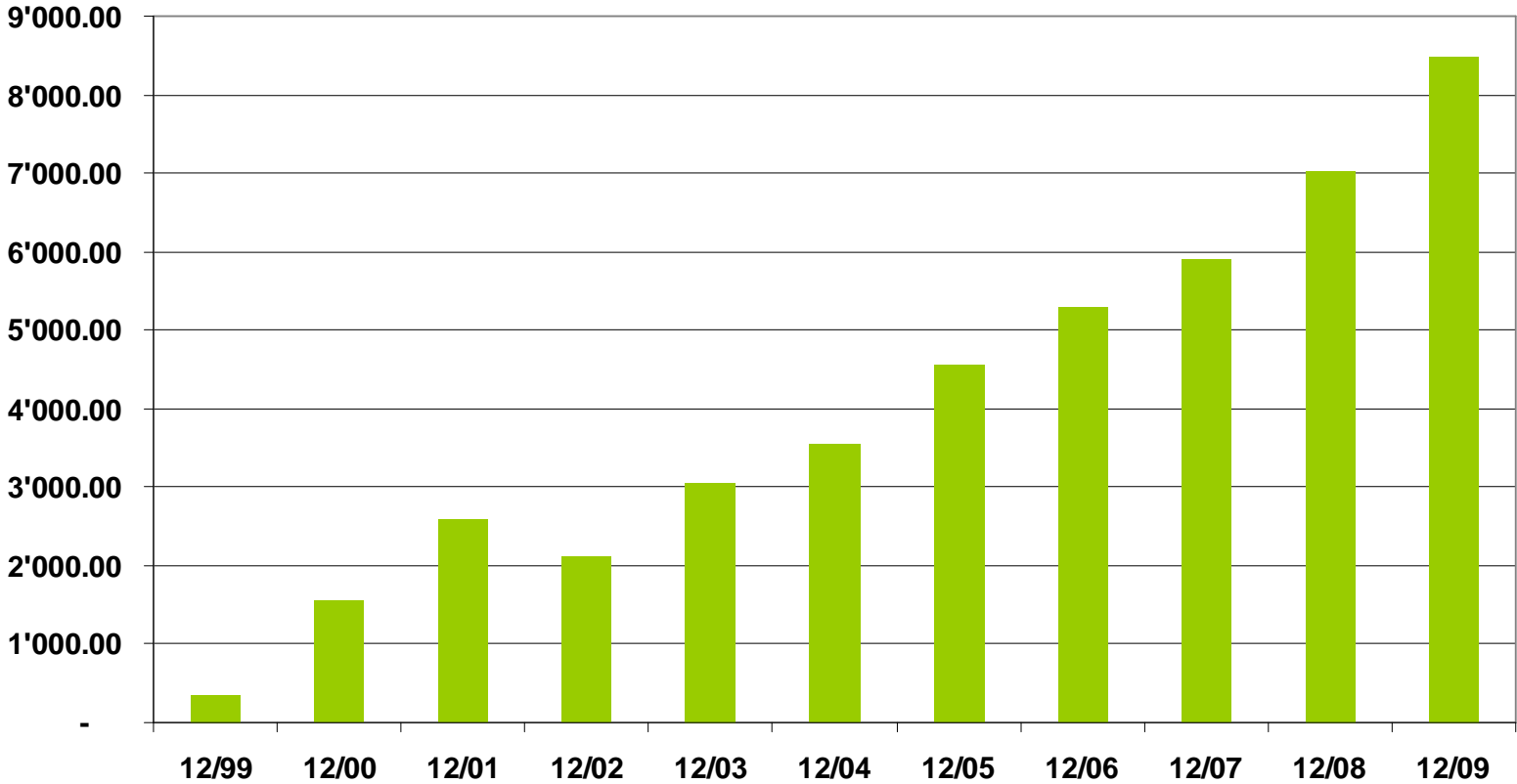
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## Overview

- Integrated assessment of **economic, environmental** and **social criteria** with a strong focus on **long-term shareholder value**.
- Consistent **rules-based methodology**, primary research (direct contact to companies).
- Focus on **best-in-class** companies. Yearly review and continuous monitoring of companies.
- Assurance of the assessment process by **Deloitte**.

# DJSI Assets

Assets based on DJSI (in million USD)



# DJSI Licensees

as of August 31, 2010

Aegon (NL)	Landesbank Berlin (DE)
Ahorro Corporacion Gestion (ES)	MEAG Munich Ergo (DE)
Allianz Global Investors (UK)	Metzler Asset Management (DE)
Banca IMI S.p.A. (IT)	Nikko Asset Management (JP)
Bancaja (ES)	Nordea Bank Finland (FI)
Banca Monte dei Paschi di Siena (IT)	PRIMA sgr (IT)
Barclays Capital (UK)	Rabo Bank (UK)
BCGE Asset Management (CH)	Raiffeisen Centrobank (AT)
BFT Gestion (FR)	Robeco (NL)
BlackRock Asset Management (DE)	SAM Sustainable Asset Management (CH)
BNL Gestioni (IT)	Skandinaviska Enskilda Banken (SE)
BT Financial Group (AU)	Seligson & Co Fund Management (FI)
Chicago Climate Exchange (US)	Sella Gestioni (IT)
Credit Suisse Asset Management (CH)	Shinhan BNP Paribas Asset Management (KR)
Credit Suisse (CH)	Sparinvest (DK)
Danske Bank (SE)	State Street Global Advisors (US)
Danske Capital, Sampo Bank (FI)	Storebrand Kapitalforvaltning (NO)
Danske Invest (DK)	TD Asset Management (CA)
Deutsche Postbank (DE)	The Dreyfus Corporation (US)
Dresdner Kleinwort (UK)	Theodoor Gilissen Bankiers (NL)
Folksam Sak (SE)	UBS Deutschland AG (DE)
Fortis Investment Management (BE)	Volksbank AG (AT)
Generali Investments Italy SpA (IT)	Vontobel (CH)
Hyundai Investments (KR)	VZ VermögensZentrum (CH)
Intesa Sanpaolo Group (IT)	West AM (DE)
Invesco (DE)	West LB (DE)
Kepler Fonds (AT)	Yurie Asset Management (KR)
Kutxa (ES)	

# Assessment Universe 2010

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## Number of invited companies

- Total Number Invited Companies = 2,617
  - DJSI World Universe = 2,500
  - DJSI Europe Universe = 600
  - DJSI North America Universe = 600
  - DJSI Asia Pacific = 600
  - DJSI Korea = 200

## Number of assessed companies

- Companies analysed globally = 1,393
- Companies completing questionnaire = 698
- Companies analyzed based exclusively on public information = 695

# Assessment Criteria Changes

Criteria	Key changes compared to 2009
Brand Management	We have moved away from the focus on brand calculation and shifted the emphasis on how the branding strategies are coordinated and how the companies ensure some alignment between their branding strategies and their overall sustainability strategies (in order to make them mutually reinforcing rather than sending mixed messages to consumers).
Occupational Health & Safety	This criteria has been reworked to add a focus on early identification of OHS-related risks and on incentives to promote health, safety and well-being amongst employees .
Water Related Risks	This new criteria has been introduced for the first time in the 2010 assessment. Based on our analysis of water consumption, 13 sectors have been identified as potentially exposed to water-related risks. The questions introduced in these 13 sectors focus on water availability and quality as a new source of risks for companies. They seeks to assess whether companies are able to measure their exposure to water-related risks and whether they have appropriate risk management systems in place to mitigate risks around quantity/quality of water, regulatory changes or stakeholder conflicts.

# Assessment Criteria Changes II

Criteria	Key changes compared to 2009
Corporate Citizenship	<p>This criteria has been reworked to be more aligned with the London Benchmarking Group (LBG) model. LBG specializes in helping companies to manage (and report on) their philanthropic activities. Following the LBG model, the new set of questions looks at (1) what motivates companies to engage in philanthropic activities (business case), (2) whether they are mostly engaging in pure charitable activities or doing of mix of pure philanthropy and win-win community investments programs that benefit both the company and the communities, (3) whether they have an overview of related costs (cash donations, time of employee volunteering, in-kind donations but also management costs for running these programs) and (4) whether they use some KPIs at group level to measure the benefits to the communities and the company.</p>
Risk and Crisis Management	<p>For some sectors some existing questions have been adapted to add an explicit focus on environmental risks (either water, climate change or both). They seek to assess if the Chief Risk Officer also have responsibility for water / climate risks and if the sensitivity analysis and stress testing also include water / climate risks. For financial sectors, old questions have been replaced with a whole new set of questions focusing on enterprise risk management system. The questions assesses the responsibilities for different aspects of the ERM</p>

# Assessment 2010 - Global Supersector Leaders

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Automobiles & Parts	BMW
Banks	Australia & New Zealand Banking Group
Basic Resources	Xstrata
Chemicals	Akzo Nobel
Construction & Materials	Siam Cement
Financial Services	Itausa-Investimentos Itau
Food & Beverage	Unilever
Healthcare	Roche
Industrial Goods & Services	TNT

# DJSI World – Global Supersector Leaders (cont'd)

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Insurance	Swiss Re
Media	Pearson
Oil & Gas	Sasol
Personal & Household	Philips Electronics
Real Estate	GPT Group
Retail	Lotte Shopping
Technology	Nokia
Telecommunications	Telefonica
Travel & Leisure	Air France KLM
Utilities	EDP Energias de Portugal

# DJSI World – Index Range

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<b>DJSI World</b>	<b>318 Components</b>
<b>DJSI World ex Alcohol</b>	<b>308 Components</b>
<b>DJSI World ex Tobacco</b>	<b>316 Components</b>
<b>DJSI World ex Gambling</b>	<b>308 Components</b>
<b>DJSI World ex Armaments &amp; Firearms</b>	<b>314 Components</b>
<b>DJSI World ex Alcohol, Tobacco, Gambling, Armaments &amp; Firearms</b>	<b>292 Components</b>
<b>DJSI World ex Alcohol, Tobacco, Gambling, Armaments &amp; Firearms, Adult Entertainment</b>	<b>282 Components</b>
<b>DJSI World 80</b>	<b>80 Components</b>
<b>DJSI World ex US</b>	<b>260 Components</b>
<b>DJSI World ex US 80</b>	<b>80 Components</b>

# DJSI World – Selection

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## Dow Jones Global Total Stock Market Index

2,500 largest companies

58 DJSI sectors

57 countries

## Component Selection

Top 10% of companies in terms of sustainability in each DJSI sector

15% target market cap coverage in each supersector

## DJSI World

318 Components

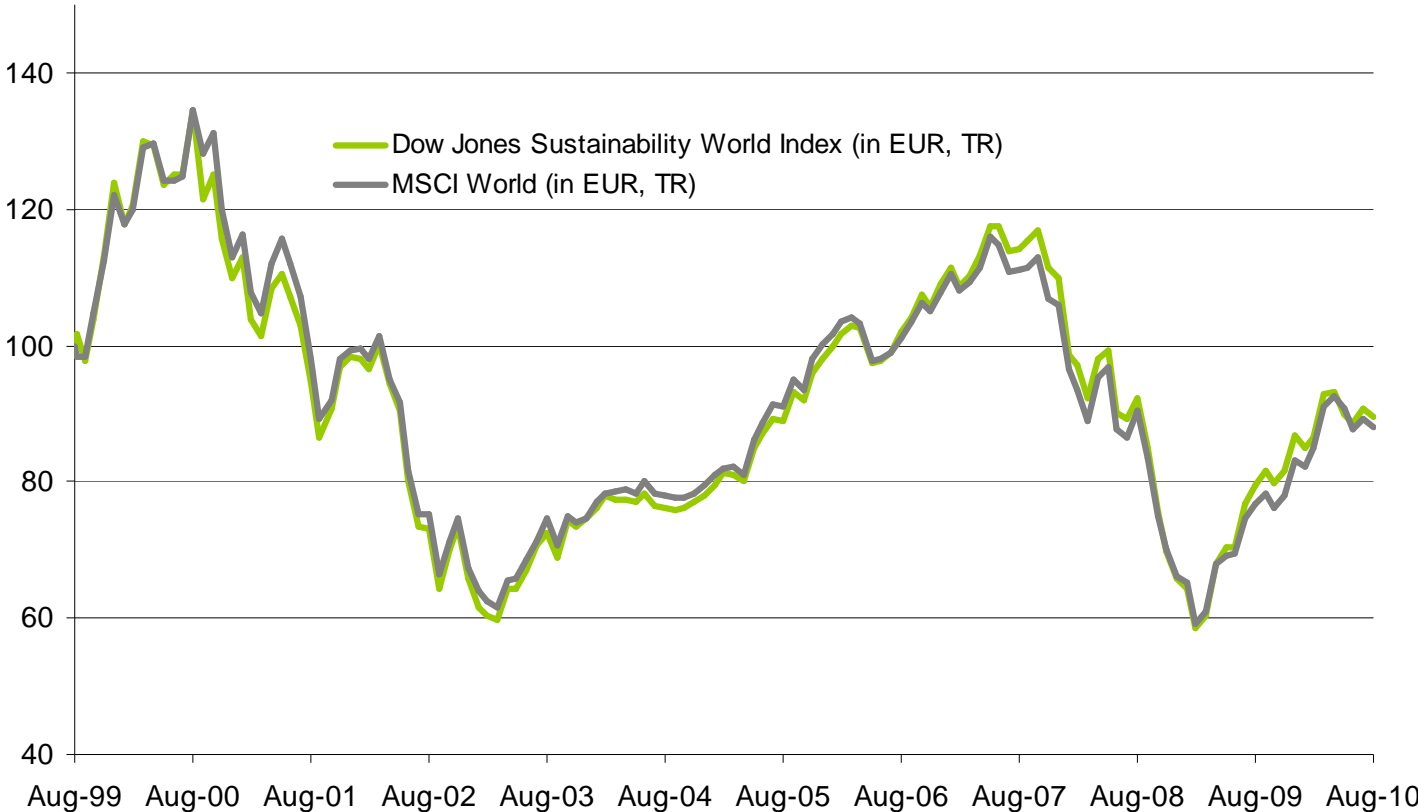
57 DJSI sectors

27 countries

Review 2010: 48 ADD / 46 DEL

# DJSI World – Performance

Since Launch, 08/99 – 08/10 (EUR, Total Return)



# DJSI World 80 – Selection

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## DJSI World

- 318 Components
- Global Sustainability Leaders

## Component Selection

- Largest 80 components out of the DJSI World
  - (maximum 10 per super sector)

## DJSI World 80

80 components weighted by sustainability score

# DJSI – Blue Chip Indexes

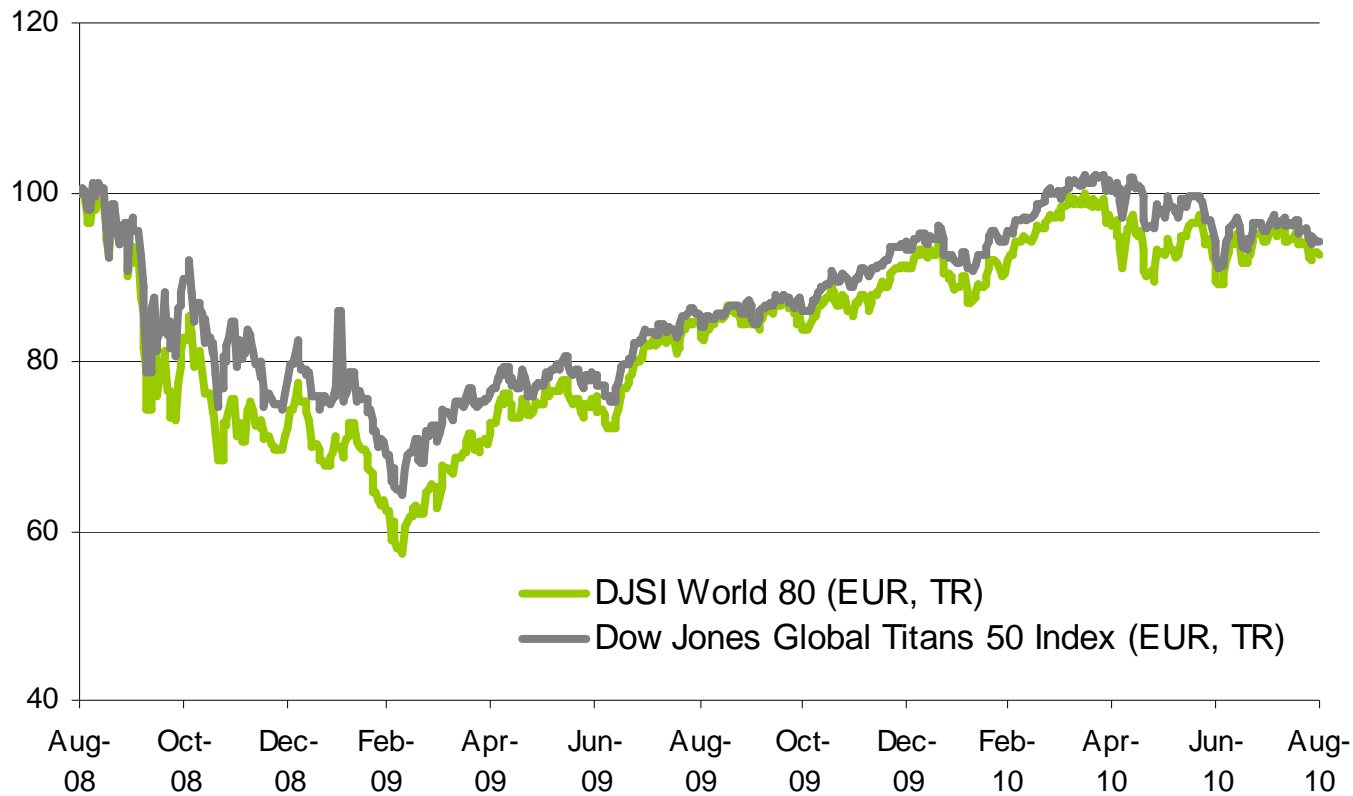
## Weighting Scheme

	Market Cap (in million EUR)	Sustainability Score*	Weighting
Company 1	10'000	100	$100/3000 = 3.3\%$
Company 2	60'000	80	$80/3000 = 2.7\%$
Company 3	30'000	60	$60/3000 = 2.0\%$
...	...	...	...
...	...	...	...
...	...	...	...
...	...	...	...
...	...	...	...
...	...	...	...
Company 39	50'000	50	$50/3000 = 1.7\%$
Company 40	90'000	40	$40/3000 = 1.3\%$
<b>Total</b>		<b>3000</b>	

\* The components of the DJSI are weighted by their normalized sustainability score, i.e. the result of the company in SAM's annual assessment of economic, environmental and social criteria.

# DJSI World 80 – Performance

Since Launch, 08/09 – 08/10 (EUR, Total Return)



# DJSI Europe – Index Range

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<b>Dow Jones Sustainability Europe Index (DJSI Europe)</b>	<b>157 Components</b>
<b>DJSI Europe ex Alcohol, Tobacco, Gambling, Armaments &amp; Firearms</b>	<b>139 Components</b>
<b>DJSI Europe ex Alcohol, Tobacco, Gambling, Armaments &amp; Firearms, Adult Entertainment</b>	<b>135 Components</b>
<b>DJSI Europe 40</b>	<b>40 Components</b>
<b>Dow Jones Sustainability Eurozone Index (DJSI Eurozone)</b>	<b>94 Components</b>
<b>DJSI Eurozone ex Alcohol, Tobacco, Gambling, Armaments &amp; Firearms</b>	<b>81 Components</b>
<b>DJSI Eurozone ex Alcohol, Tobacco, Gambling, Armaments &amp; Firearms, Adult Entert.</b>	<b>79 Components</b>
<b>DJSI Eurozone 40</b>	<b>40 Components</b>

# DJSI Europe – Selection

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## Dow Jones Global Total Stock Market Index (DJGTSM)

600 largest European companies  
51 DJSI Sectors

## Selection

Top 20% of companies in terms of sustainability per sector  
45% target market cap coverage in each supersector

## Dow Jones Sustainability Europe Index

157 Components  
49 DJSI Sectors  
Review 2010: 27 ADD / 19 DEL

# DJSI Europe 40 – Selection

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## Dow Jones Sustainability Europe Index (DJSI Europe)

157 Components  
Europe's Sustainability Leaders

## Component Selection

Largest 40 components out of the DJSI Europe  
(maximum 5 per super sector)

## Dow Jones Sustainability Europe 40 Index

40 components weighted by sustainability score

# DJSI Eurozone 40 – Selection

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## Dow Jones Sustainability Eurozone Index (DJSI Eurozone)

94 Components  
Sustainability Leaders in the Eurozone

## Component Selection

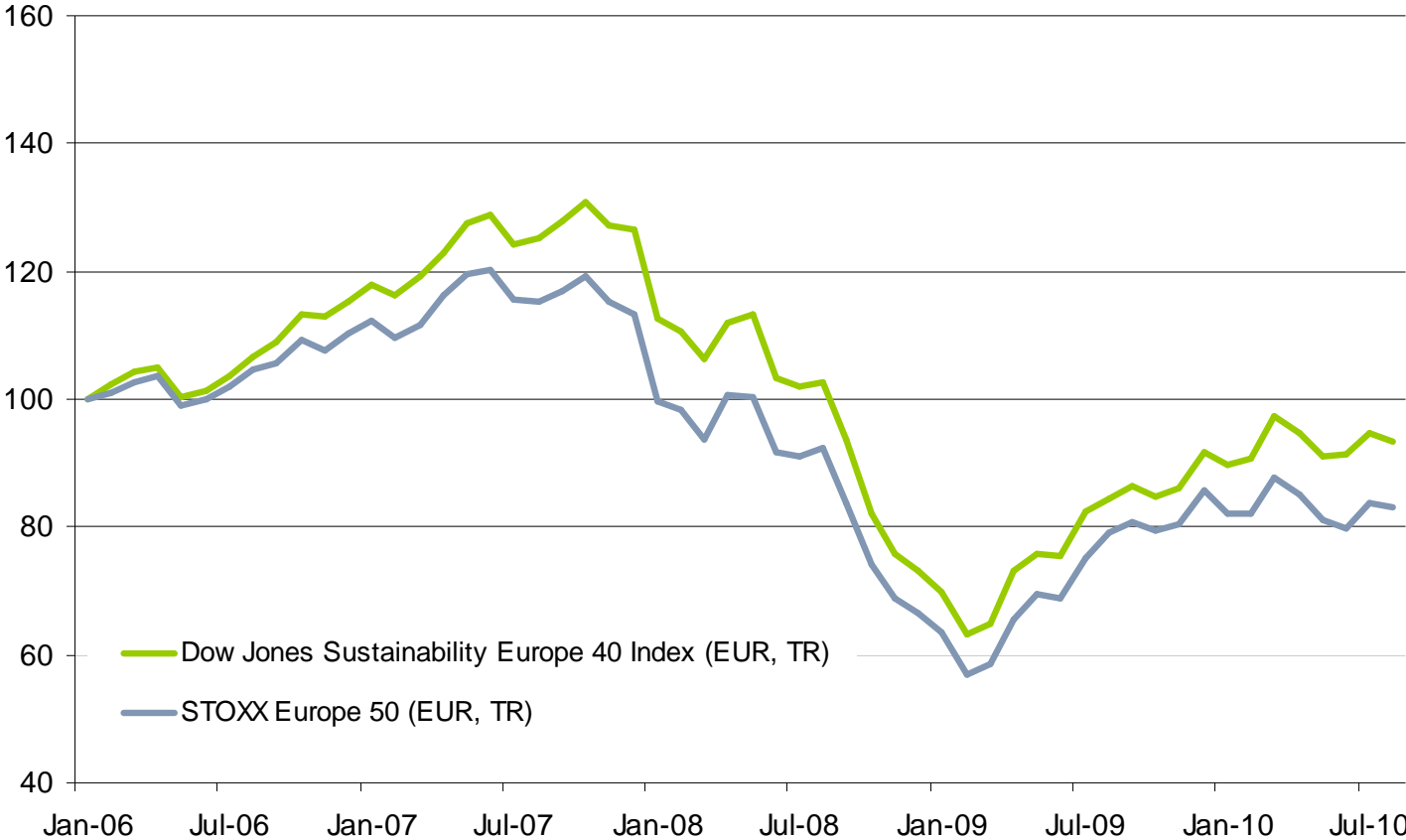
Largest 40 components out of the DJSI Eurozone  
(maximum 5 per super sector)

## Dow Jones Sustainability Eurozone 40 Index

40 components weighted by sustainability score

# DJSI Europe 40 - Performance

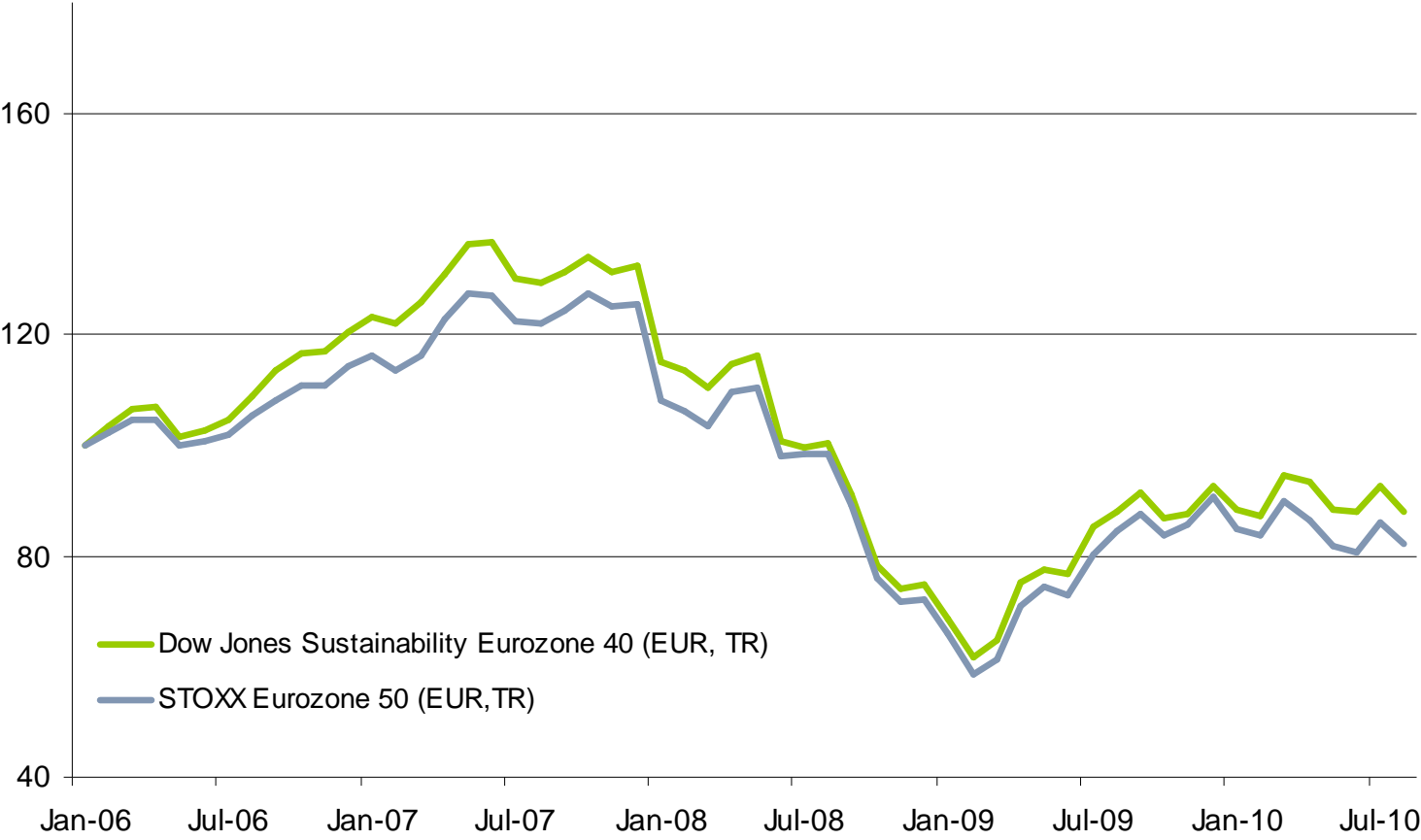
01/06 – 08/10 (EUR, Total Return)\*



\*based on backtracking data

# DJSI Eurozone 40 - Performance

01/06 – 08/10 (EUR, Total Return)\*



\*based on backtracking data

# DJSI Asia Pacific – Index Range

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<b>DJSI Asia Pacific</b>	<b>141 Components</b>
<b>DJSI Asia Pacific ex Alcohol, Tobacco, Gambling, Armaments &amp; Firearms</b>	<b>131 Components</b>
<b>DJSI Asia Pacific 40</b>	<b>40 Components</b>
<b>DJSI Japan 40</b>	<b>40 Components</b>

# DJSI Asia Pacific – Selection

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## Dow Jones Global Total Stock Market Index

600 largest companies from the developed Asia Pacific countries  
45 DJSI clusters

## Component Selection

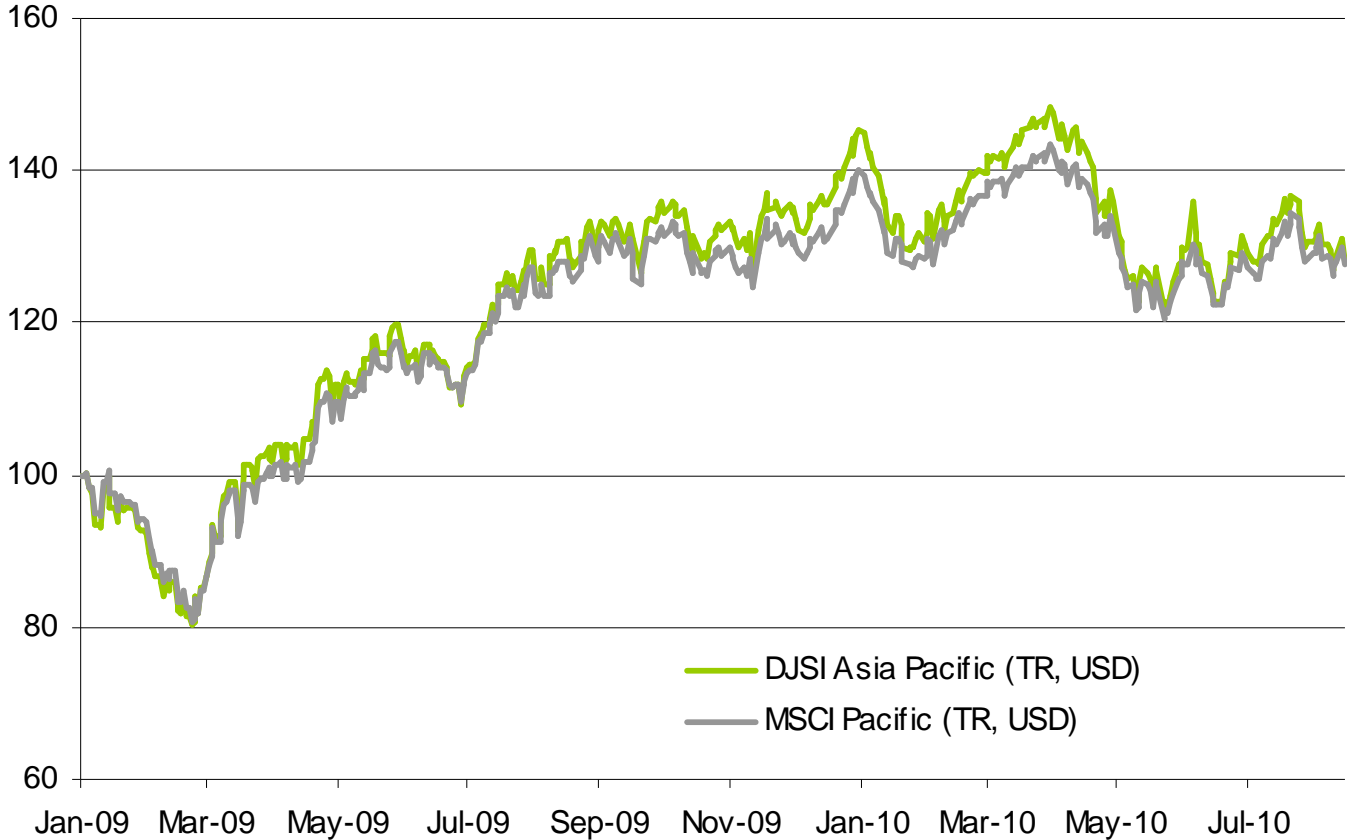
Top 20% of companies in terms of sustainability in each DJSI sector  
45% target market cap coverage in each super sector

## DJSI Asia Pacific

141 Components  
43 DJSI clusters  
Review 2010: 36 ADD / 25 DEL

# DJSI Asia Pacific – Performance

Since Launch, 01/09 – 08/10 (USD, Total Return)



# DJSI Asia Pacific 40 – Selection

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## DJSI Asia Pacific

141 Components

Sustainability Leaders of the developed Asia Pacific countries

## Component Selection

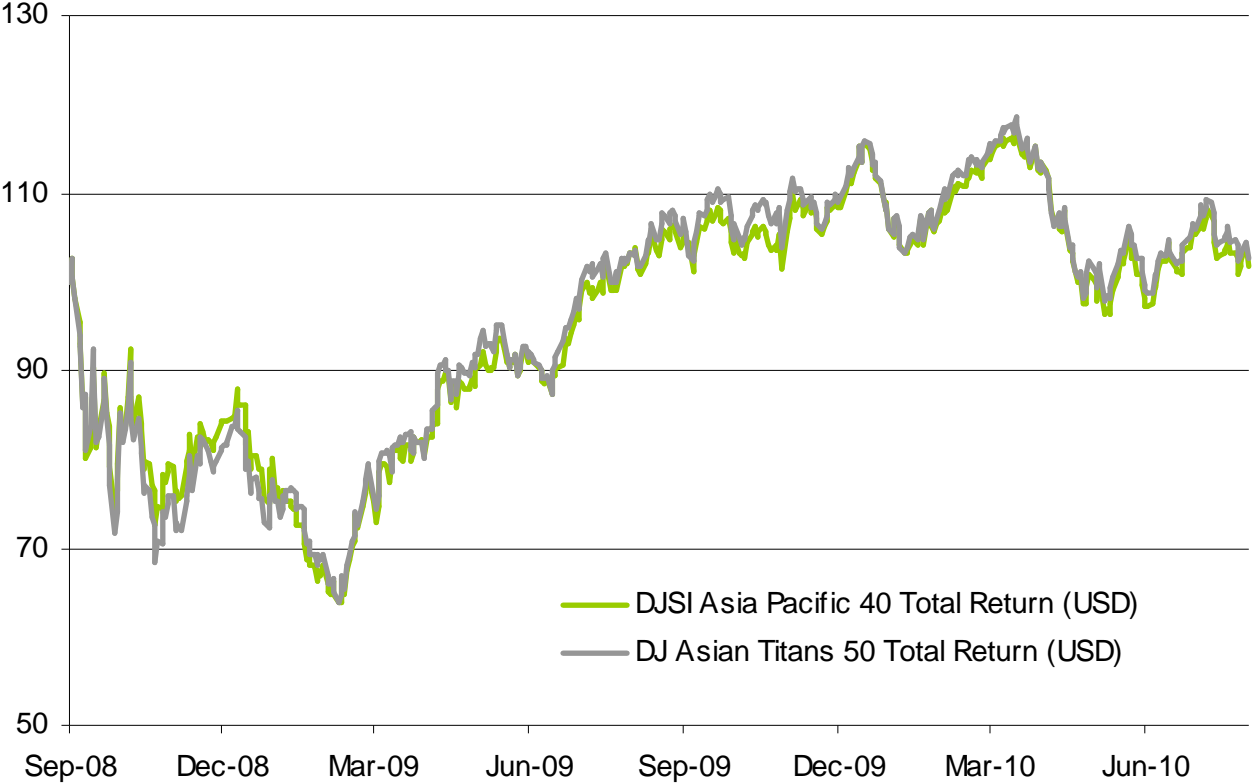
Largest 40 components out of the DJSI Asia Pacific  
(maximum 5 per super sector)

## DJSI Asia Pacific 40

40 components weighted by sustainability score

# DJSI Asia Pacific 40 – Performance

09/08 – 08/10 (USD, Total Return)



# DJSI North America – Index Range

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<b>DJSI North America</b>	<b>135 Components</b>
<b>DJSI North America ex Alcohol, Tobacco, Gambling, Armaments &amp; Firearms</b>	<b>131 Components</b>
<b>DJSI North America 40</b>	<b>40 Components</b>
<b>DJSI United States</b>	<b>109 Components</b>
<b>DJSI United States ex Alcohol, Tobacco, Gambling, Armaments &amp; Firearms</b>	<b>105 Components</b>
<b>DJSI United States 40</b>	<b>40 Components</b>

# DJSI North America – Selection

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## Dow Jones Global Total Stock Market Index

600 largest companies from North America  
46 DJSI clusters

## Component Selection

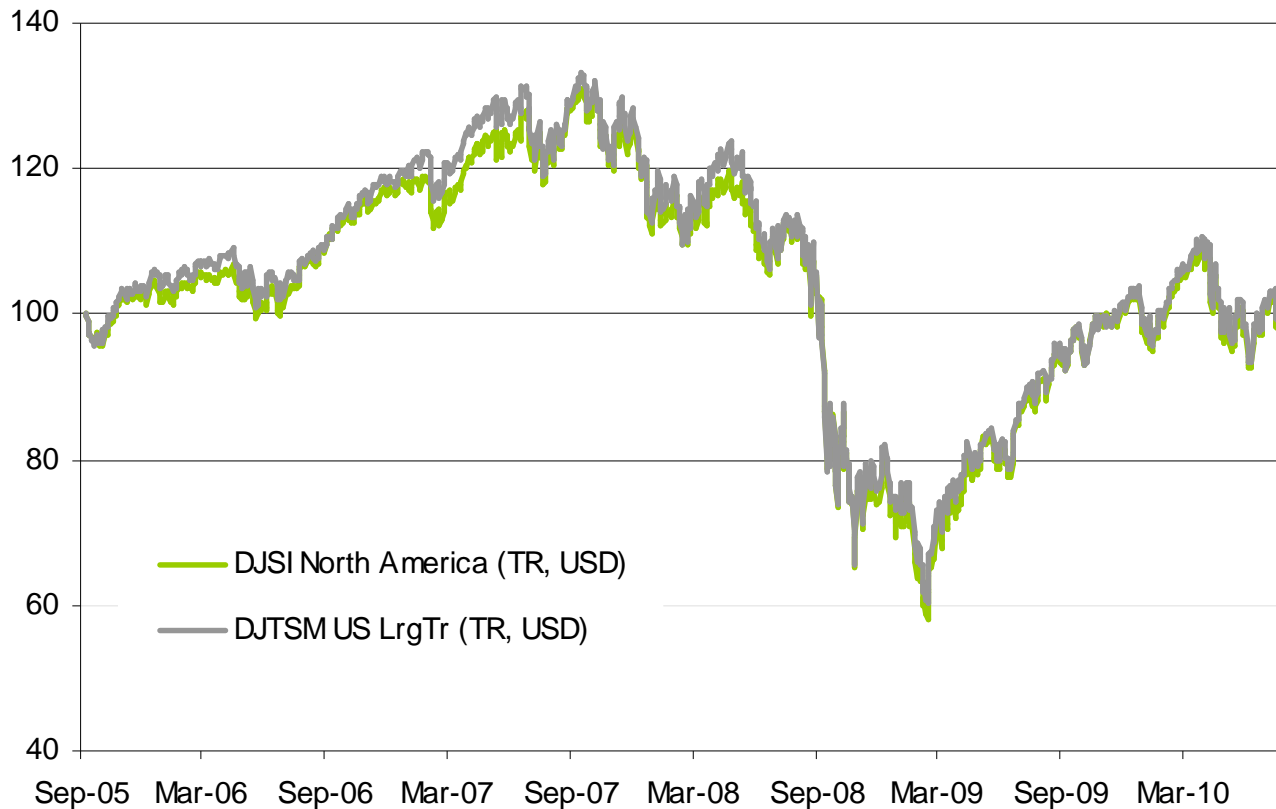
Top 20% of companies in terms of sustainability in each DJSI sector  
45% target market cap coverage in each super sector

## DJSI North America

135 Components  
45 DJSI clusters  
Review 2010: 19 ADD / 22 DEL

# DJSI North America – Performance

Since Launch, 09/05 – 08/10 (USD, Total Return)



# DJSI North America 40 – Selection

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## DJSI North America

135 Components  
North American's Sustainability Leaders

## Component Selection

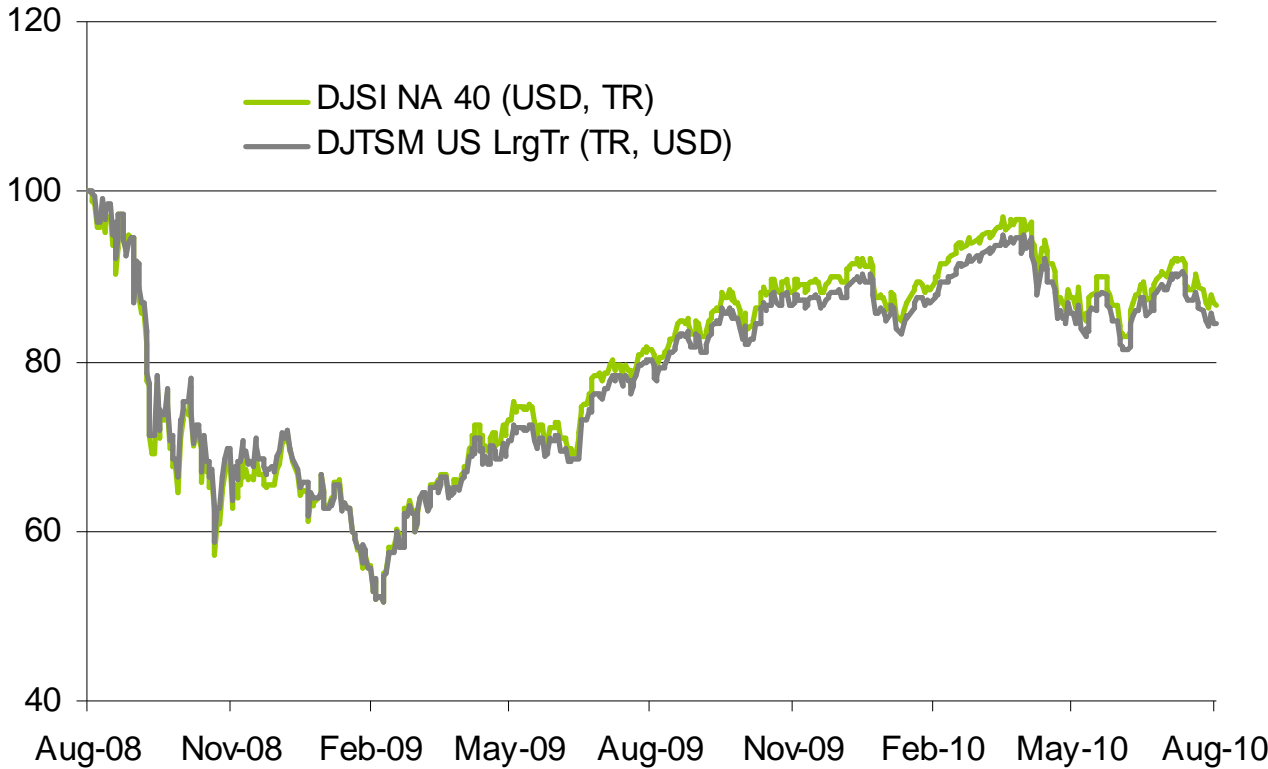
Largest 40 components out of the DJSI North America  
(maximum 5 per super sector)

## DJSI North America 40

40 components weighted by sustainability score

# DJSI North America 40 – Performance

Since Launch, 08/08 – 08/10 (EUR, Total Return)



# DJSI Korea – Index Range

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DJSI Korea	49 Components
DJSI Korea 20	20 Components

# DJSI Korea – Selection

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## Dow Jones Global Total Stock Market Index

200 largest companies from South Korea  
34 DJSI clusters

## Component Selection

Top 30% of companies in terms of sustainability in each DJSI sector  
50% target market cap coverage in each super sector

## DJSI Korea

49 Components  
25 DJSI clusters  
Review 2010: 11 ADD / 4 DEL

# DJSI Korea 20 – Selection

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## DJSI Korea

49 components of South Korea Sustainability Leaders  
24 DJSI clusters

## Component Selection

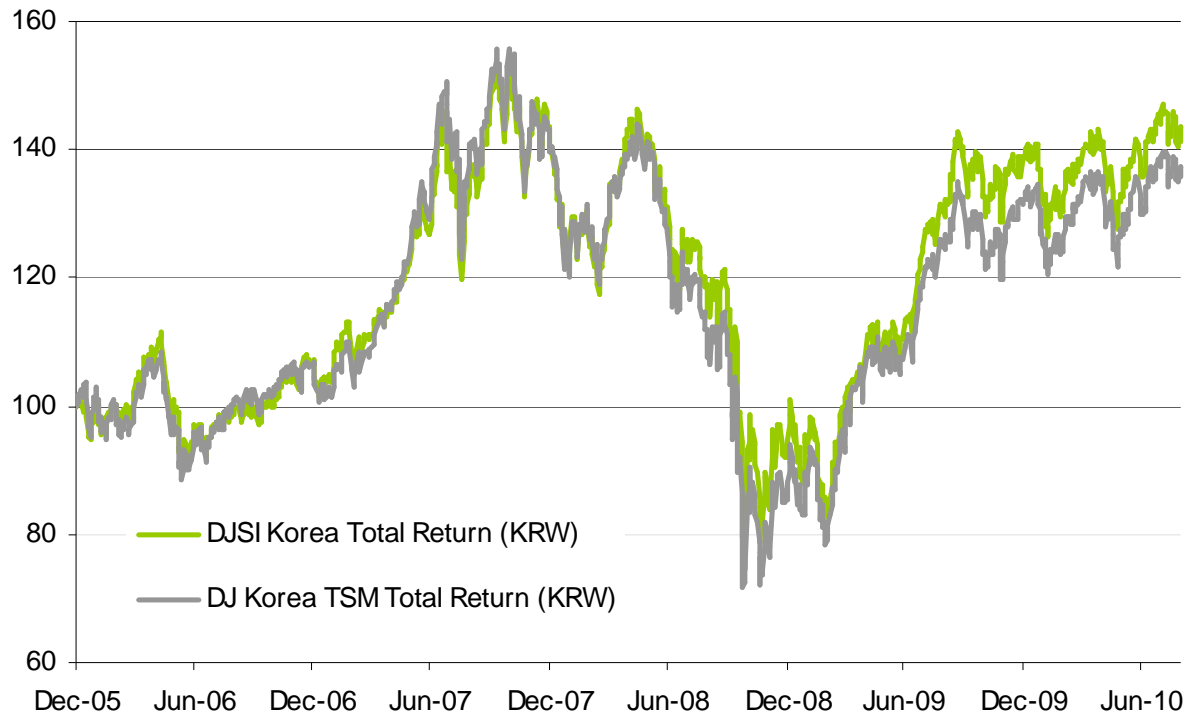
Largest 20 components out of DJSI Korea  
(maximum 3 per super sector)

## DJSI Korea

20 Components  
17 DJSI clusters

# DJSI Korea – Performance

12/05 – 08/10 (KRW, Total Return)\*



# SAM Indexes

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**SAM Indexes**

Josefstrasse 218  
8005 Zurich  
Switzerland

Phone: +41 44 653 1802

Fax: +41 44 653 1810

E-Mail: [indexes@sam-group.com](mailto:indexes@sam-group.com)

[www.sam-group.com](http://www.sam-group.com),

[www.sustainability-indexes.com](http://www.sustainability-indexes.com)