

The Investor Trust 10: Canada

01 The bar for ESG factors is higher for profitable companies

84% of respondents stated there is a heightened expectation of profitable companies to deliver on ESG initiatives as opposed to unprofitable or struggling businesses.

02 Companies who excel in ESG merit a premium

95% of respondents said a company with strong ESG performance deserves a premium valuation for its share price. 90% of respondents said their firm will not invest in companies that lack sufficient disclosure of their ESG performance.

03 ESG-performant companies are considered stronger than less ESG-performant peers

96% of investors state that a company with strong ESG performance is more resilient in a crisis.

04 Social moves into 1st place over Environment and Governance

74% of Canadian investors name social as a key trust driver, a 25-point increase over 2019, and 12 points ahead of the 6-market global average.

05 Diversity and inclusion action and clear disclosure impacts share price and investor trust

95% of respondents said strong diversity and inclusion metrics have a positive impact on share price, and 65% state that board diversity positively impacts trust, a 19-point increase year-over-year. 80% of firms screen for diversity and inclusion metrics.

06 Investors trust companies that treat people well

68% of respondents said a business that shares a clearly defined vision for how the company will positively impact society is a catalyst for trust among investors.

07 Investors confirm multi-stakeholder model drives greater returns

92% of investors stated that the multi-stakeholder model of governance is more conducive to delivering long-term financial returns than other models that prioritize shareholders first.

08 More Canadian firms interested in taking an activist approach

92% of respondents are more interested in taking an activist approach to investing, a 17-point increase year-over-year. A further 89% said that most companies are not prepared to handle activist campaigns.

09 There's a high likelihood of investors squaring off with boards on employee issues

91% said they would approach the topic of corporate culture with the board within the next six months, 88% would engage on human capital management, and 82% would raise questions around diversity and inclusion.

10 More investors want executive pay tied to ESG

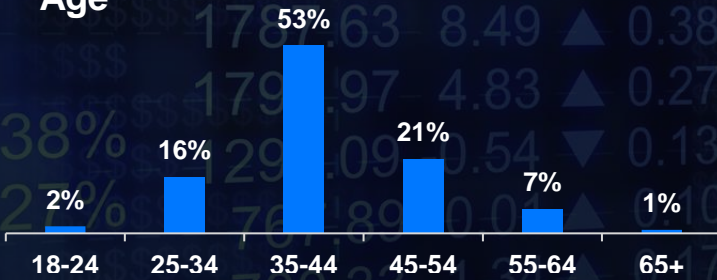
58% of investors said that linking executive compensation to ESG target performance greatly impacts their trust in a company, a 7-point increase year-over-year.

The Investor Trust Sample

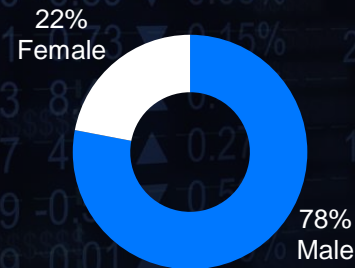
The Edelman Trust Barometer Special Report: Institutional Investors, a survey of 600 global institutional investors representing firms that collectively manage over \$20 trillion in assets, reveals new criteria for evaluating investments and insights on what drives institutional investor trust.

Canada Investor Profile

Age



Gender



Respondents' Job Titles

34%

Chief Investment Officers

30%

Financial Analysts

17%

Portfolio Managers

12%

Investment Stewardship

6%

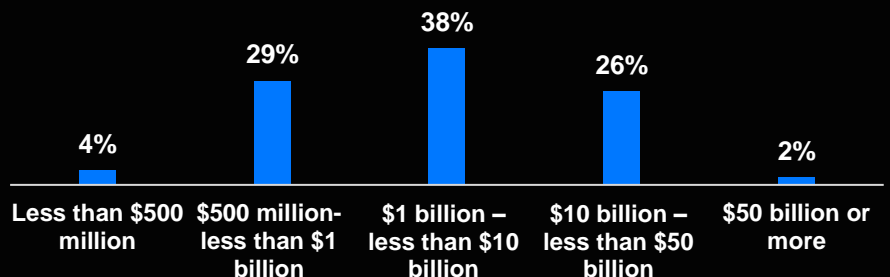
Directors of Research

Primary Investment Style

Growth	33%
Value	16%
GARP	13%
Hedge	12%
Activist	11%
Industry-specific	8%
Quantitative/Index	7%

Organizations' Assets Under Management

In USD



Edelman Trust Barometer Special Report: Institutional Investors

S1: What is your approximate age range?

S7: In your current job, approximately how much are your institution's investable assets?

S8: Which of the following best describes your position or level within your company or organization?

D2: What is the primary investment style for the funds you manage on behalf of your organization?

D4: What is your gender? United States n=100

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www.Edelman.ca/trust-barometer/trust-barometer-2020-Investor-Cut

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Barometer 2020**