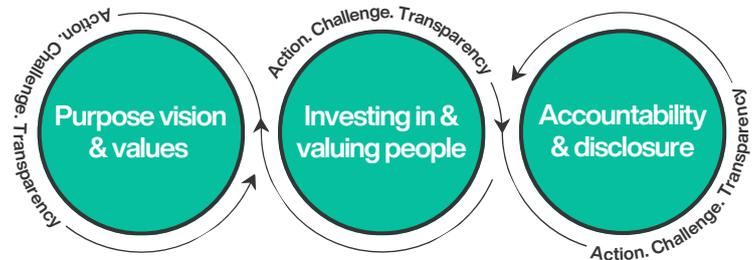




Join the ACT Standard for better governance, rebuilding trust

Engaged asset owners, understand relationships with your asset managers have to be built on trust, alignment and certainty that your beneficiaries are the primary concern. You already know culture is important – but perhaps have noticed a lack of a standardised, structured, strategic and stakeholder-driven solution.

The ACT Standard and Framework enables investment companies to understand, create and progress cultural change - and be able to communicate progress effectively via reporting.



Standardised:

Designed with and for investment companies, the Standard comprises three pillars with three components, which cover the approach to culture and inclusion.



Strategic:

Helps firms pinpoint good performance, where to improve and how to create the challenge to do so.



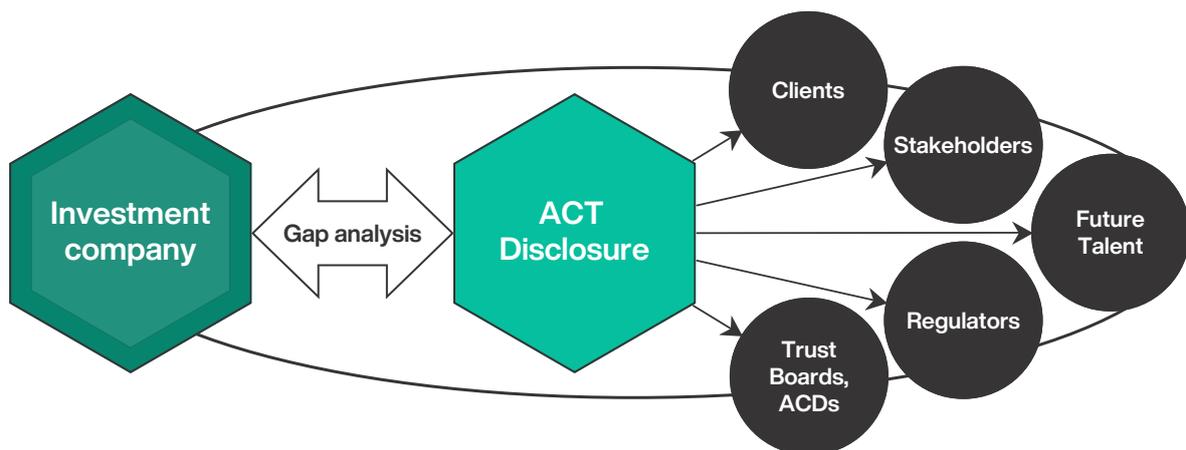
Structured:

Three pillars across the business with Action > Challenge > Transparency question progression provides a structured output for analysis.



Stakeholder-driven:

Disclosures enhance conversations with clients, all within a predictable, accessible format on the Door due diligence platform.



ACT is aligned with optimal member outcomes because it looks for alignment of behaviour and values. It builds on the sustainability or ESG interests of members, combating greenwashing through greater transparency and accountability.

By championing ACT, you join an array of leading industry figures and firms focused on building trust through transparency.

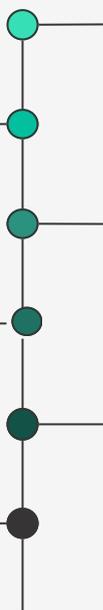
Choose ACT to rebuild trust through transparency

Enhanced investment analysis	Invaluable qualitative insight on how asset managers approach risk, the culture around decision making and how they value people, including how they support decisions on the suitability of products on offer.
Governed by industry practitioners	Strategic and philosophical inputs, insights and guidance from industry practitioners through the ACT Stewardship Council.
Tracked internal progress	Internal gap analysis and reporting tool for boards and staff to assess management delivery on stated goals and aims.
Evidence-regulated behaviour	Standardised proof point to demonstrate S&G issue reporting and transparency on regulatory requirements (e.g. Consumer Duty)
Screenable hygiene factor	Growing availability of ACT mark on data platforms as a screenable data point.



Ask about ACT Signatory status

ACT Signatories display the ACT Mark to signal they understand the importance of looking at culture and inclusion across their whole business.



Request ACT disclosures

Signal that you value conversations on culture.

360° accountability

Monitor %age of externally managed assets that are managed by Signatories to ACT.

Monitor and drive progress

As a client, you can drive asset manager progress with requirement to update annually.

Screen for ACT status

Review via Door the asset managers that are completing ACT disclosures.

Compare track record and data

Review past commitments and current actions across firms. Use to kick start conversations or as part of analysis.

Publicly communicate

ACT status is an evidential data point to support regulatory disclosures such as Consumer Duty and FRC Stewardship Code.



Join the ACT Standard for better governance, rebuilding trust

Culture and diversity are now a standalone pillar of client due diligence. Use ACT to communicate to clients and stakeholders that culture matters to you.

The ACT Standard and Framework enables investment companies to understand, create and progress cultural change - and be able to communicate progress effectively via reporting. **Sign up today.**



Standardised:

The framework for professional investors to assess and measure your progress on culture, supporting better analysis and better risk mitigation.



Strategic:

Action > Challenge > Transparency question progression helps firms pinpoint good performance, where to improve and how to create the challenge to do so.



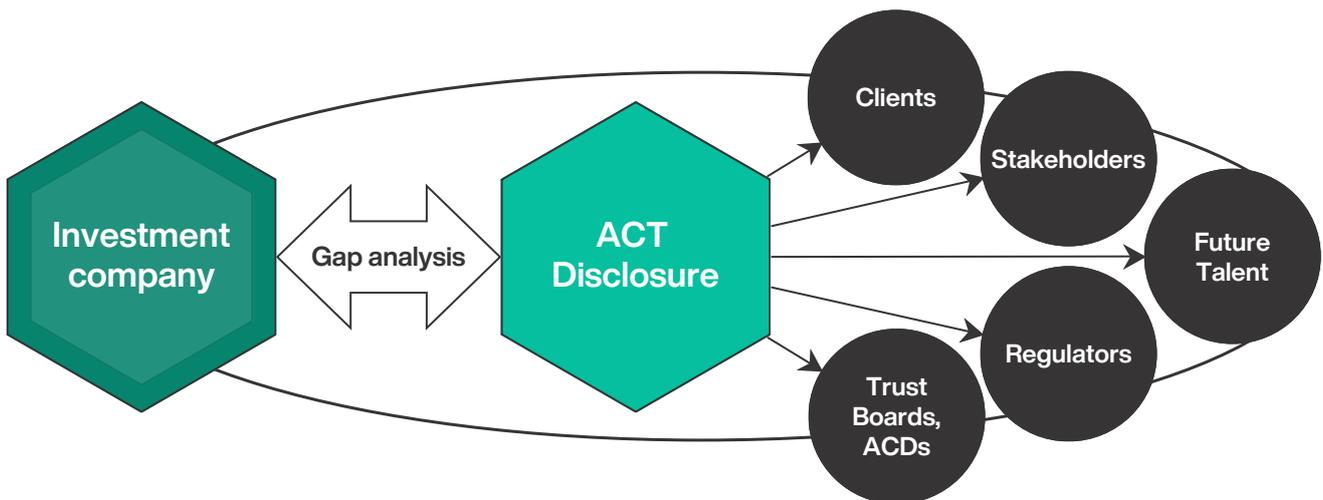
Structured:

Designed with and for investment companies, ACT enables you to communicate your approach to culture and inclusion across the business and why that matters.



Stakeholder-driven:

Disclosures enhance conversations with clients, all within a predictable, accessible format on the Door due diligence platform.



Join the growing group of leading industry figures and Signatory firms focused on building trust through transparency. Display the ACT Signatory Mark to demonstrate to clients you have undertaken an independent, transparent, third-party process. Report once, share widely.

Sign up at www.investorsact.com

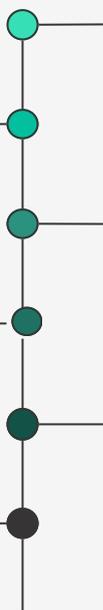
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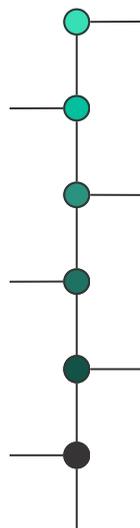
Publicly communicate

ACT status is an evidential data point to support regulatory disclosures such as Consumer Duty and FRC Stewardship Code.

Embedding ACT as a professional fund investor

* You do not need to be a Door client or user

- Request ACT disclosures**
Many asset managers are already reporting, and asking for disclosures signals that you value conversations on culture.
- 360 accountability**
Monitor %age of externally managed assets that are managed by Investment Managers who are also Signatories to ACT.
- Monitor and drive progress**
As a client, you can drive asset manager progress with requirement to update annually



Screen for ACT status

Review via Door which asset managers are completing ACT disclosures

Compare track record and data

Door enables you to look at past commitments and current actions across firms. Use to kick start conversations or as part of analysis.

Publicly communicate

ACT status is an evidential data point to support regulatory disclosures such as Consumer Duty and FRC Stewardship Code.

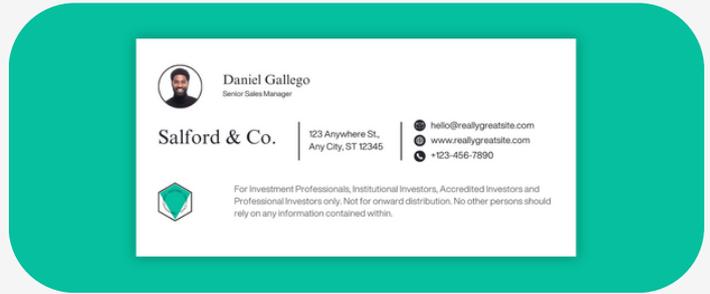
Talk about ACT Signatory status

ACT Signatories display the ACT Mark to signal they understand the importance of looking at culture and inclusion across their whole business.

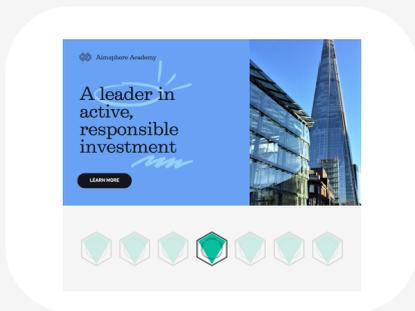
The ACT Mark shows commitment to transparency through an external, third-party and tells clients and stakeholders that the values of the organisation are aligned with their behaviours, and that they can find out more about their firm via the ACT disclosure.



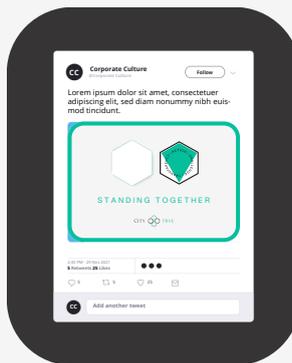
Add the ACT logo to your sales fact sheets



Add the ACT logo to your email signature



Add the ACT logo to your billboards, banners and displays



Add the ACT logo to your social media or website



Showcase the ACT mark

Having the ACT mark on display in key places is a way to signal your firm takes its due diligence seriously, puts consumer needs at the fore and is aligned with the step change towards trust and transparency within the industry.



JOIN THE ACT STANDARD FOR BETTER GOVERNANCE, REBUILDING TRUST

Culture and diversity are now a standalone pillar of client due diligence. How do you communicate to clients and stakeholders what makes your business stand out from the crowd?

The ACT Standard and Framework enables investment companies to understand, create and progress cultural change - and be able to communicate progress effectively via reporting. **Sign up today.**

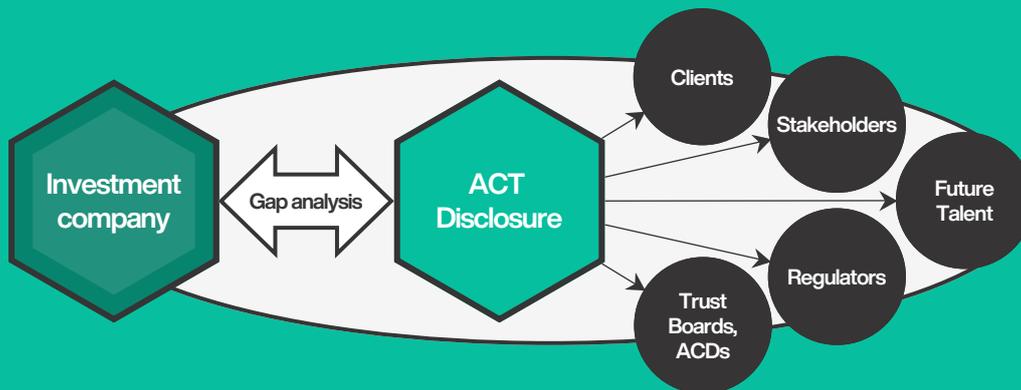


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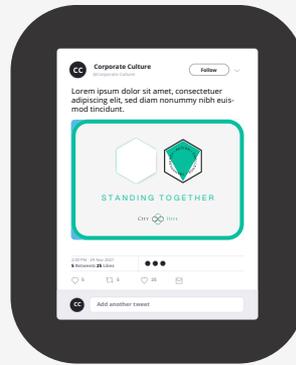
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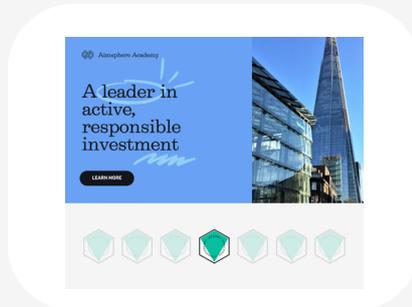




Add the ACT logo to your billboards, banners and displays

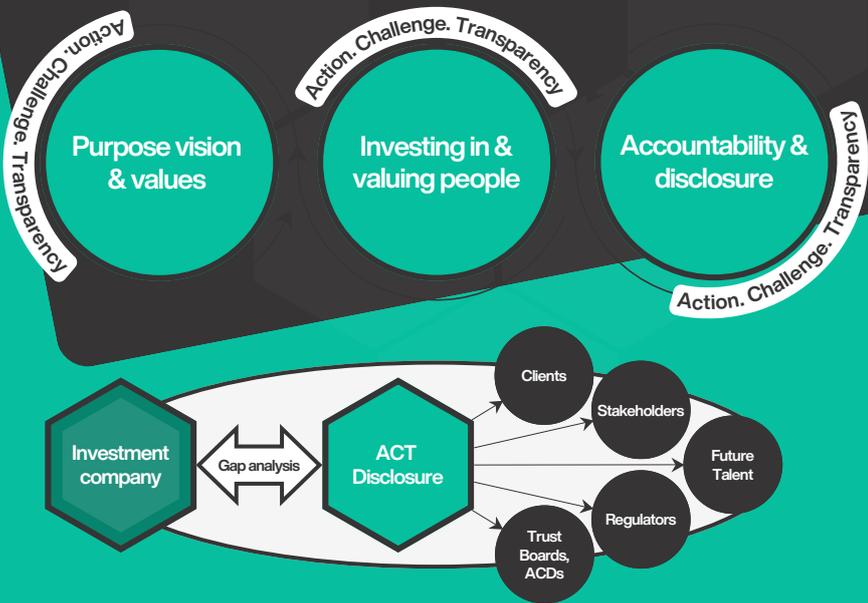


Add the ACT logo to your social media or website





THE ACT FRAMEWORK: SUPPORTS BETTER GOVERNANCE



Engaged asset owners, understand that relationships with asset managers have to be built on trust, alignment and certainty that your beneficiaries are the primary concern.

You already know that culture is important – but perhaps have noticed a lack of a standardised, structured, strategic and stakeholder-driven solution.

ACT was created for the industry and by the industry, a standardised way for investment companies to understand, create and progress cultural change - and be able to communicate progress effectively via reporting.

- ACT is aligned with optimal member outcomes because it looks for alignment of behaviour and values.
- It builds on the sustainability or ESG interests of members, combatting greenwashing through greater transparency and accountability.

To be an effective solution it needs collective adoption. This will bring consistency to conversations, support better analysis, better risk mitigation and ultimately your judgement in identifying and understanding the right asset manager culture to steward your assets.

By championing ACT, you join an array of leading industry figures and firms focused on building trust through transparency.

Simply register to access all ACT Framework content for free, via the Door Platform. Request and receive information from asset managers in a predictable and accessible way

Many of RfP teams have already completed a disclosure - this validates their efforts. Access the full question set and high-level overview on what processes, activities and milestones to look out for via www.investorsact.com.



HOW INSTITUTIONAL INVESTORS ACT

Screen for ACT status using data platform

Embed ACT Framework in process

Request ACT disclosures via Door platform

Share status of your asset manager(s) via reporting and stakeholder communication



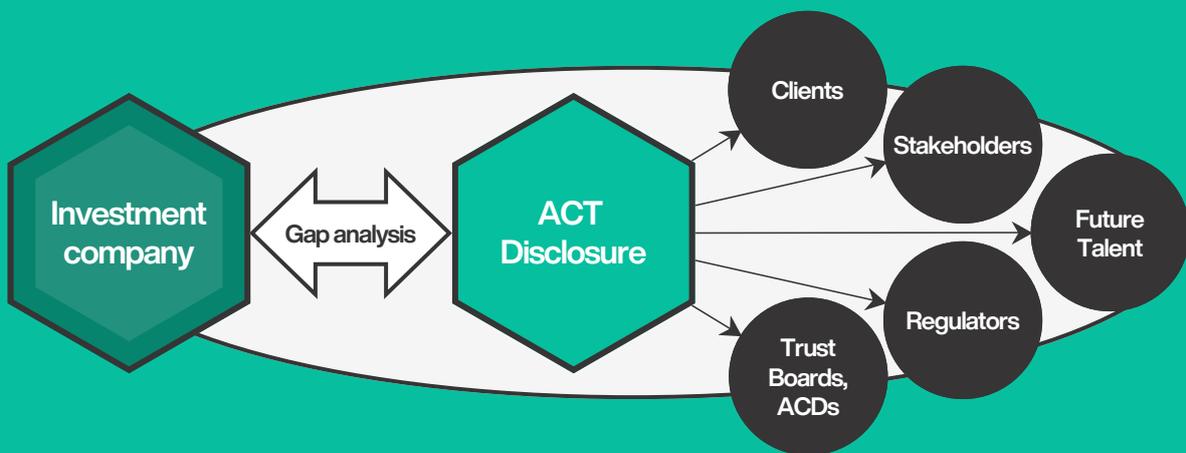
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Structured: ACT is across the business, encompassing external commitments and internal values.

Strategic: This approach enables the firms to pinpoint good performance, where to improve and how to create the challenge to do so.

Stakeholder-driven: All within a predictable framework to communicate to stakeholders.

1
2



Ask about ACT Signatory status

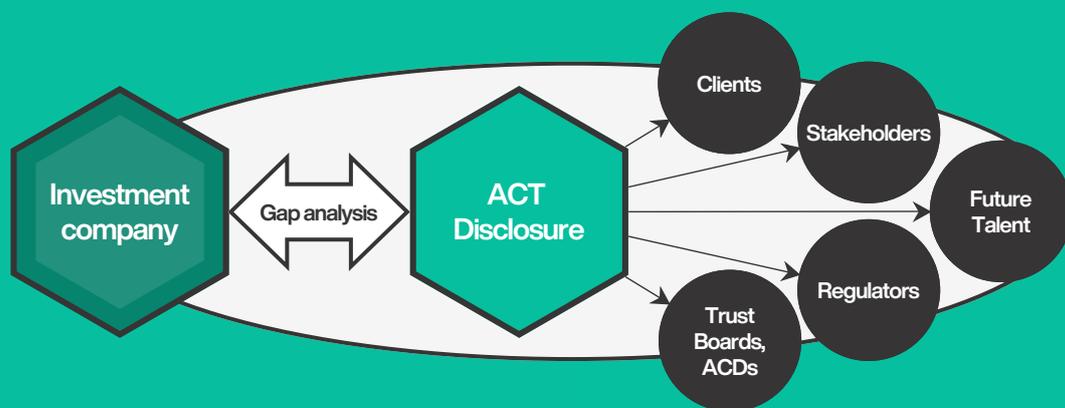
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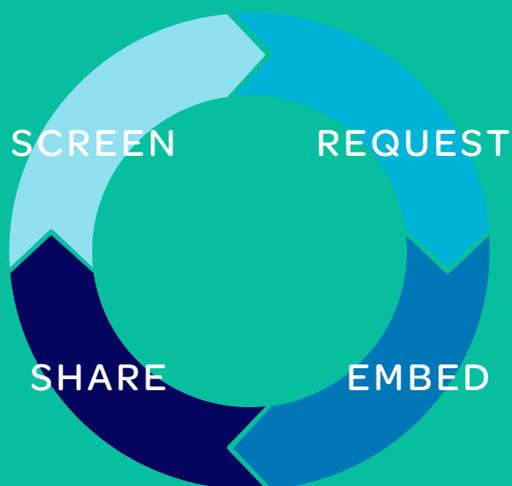
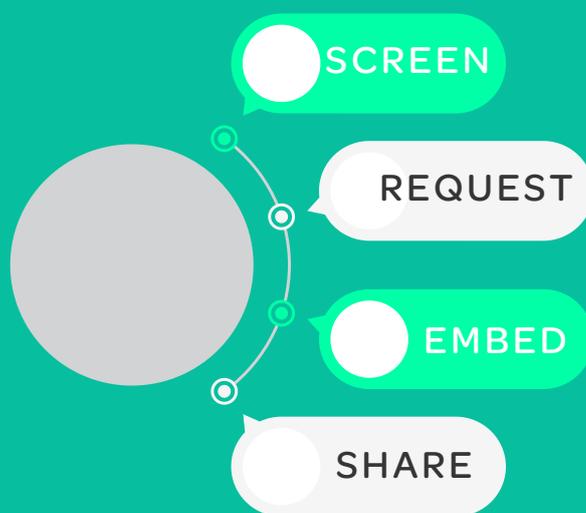


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DOOR

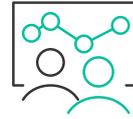




1

HOW MANAGER RESEARCH TEAMS USE THE ACT FRAMEWORK

One of the key roles that manager research teams (MRT) undertake is assessing and monitoring asset managers across a wide range of metrics. Analysis must go beyond product level to assess the entire company, including how its culture leads to good client outcomes - with increasing regulatory pressure.



A lack of agreed terminology or set of questions makes this a challenging, manual process.

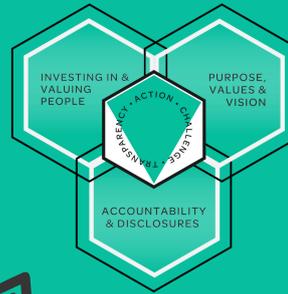
The ACT Framework aims to address this by capturing a company's external commitments and how they link to internal values - across the entire business and in a standardised way.

MRTs will know that by going through the framework, those companies will be able to identify gaps in their actions and create milestones to measure progress.

ACT disclosures help to understand the environment the asset manager is operating in and how that affects product design and delivery.

The ACT Mark signals a serious commitment to transparency through an external, third-party process.

THE ACT FRAMEWORK IS COMPRISED OF THREE KEY PILLARS:



2

HOW TO ASK FOR AND ACCESS ACT FRAMEWORK RESPONSES

ACT reporting data can be accessed in an easily comparable way for free, via the Door Platform. The platform enables teams to request information from asset managers and for it to be supplied in a predictable and accessible way, with a historical track record.



Asking for ACT status helps demonstrate higher standard in investment process. If asset manager has yet to complete the ACT Framework, your requests to the RfP team demonstrate your interest in this information.

The full ACT Framework goes across the business and asks firms to talk about what they are doing as well as how they intend to progress. Individual topic areas can also supplement your research process.

To get a comprehensive and authentic response, asset managers should need 3 months to complete the question set from scratch - but many have already started to report.

The full question set and high-level overview on what processes, activities and milestones to look out for can be accessed via the www.investorsact.com website.



3

HOW TO USE ACT

- 1 Screen for ACT status using data platform
- 2 Communicate AMs status via impact reporting and stakeholder communication

- 3 Request ACT disclosures via Door platform
- 4 Embed ACT Framework in scoring process