

CECP's Strategic Investor Initiative



Connecting the World's Leading Companies & Strategic Investors

The New Normal

Companies must meet shareholder expectations for short-term business performance while meeting broader stakeholder expectations for long-term social impact.

The Fundamental Question

Despite demand and demonstrated performance, why has today's marketplace not embraced long-term value creation?

The Strategic Imperative

Catalyze relationships between CEOs and investors to adopt long-term value creation.

A collaborative exchange that will:

- › Change the conversation between CEOs and their boards, directors, and investors to one of sustained long-term corporate performance.
- › Provide tools and resources for CEOs and investors to pursue an alternative to short termism and change market behaviors that inhibit corporations and investors from delivering sustained long-term value for all stakeholders.
- › Facilitate commitments by a significant number of leading global companies and investors by 2020 to research, pilot, and adopt mechanisms to shift strategies and capital of from short-term to long-term.

Through:

1. Strategic Investor Forums, Conference, and Advisory

Services: By invitation only gatherings for CEOs and institutional investors to share long-term plans and commitments for sustainable value creation in a structured and impactful fashion.

2. Center for Strategic Investment: An objective, impartial clearinghouse of curated and interpreted research, frameworks, tools, and initiatives focused on long-term value creation.

Timeline

Soft launch at CECP's Board of Board's Conference	FEBRUARY 2016
Finalize Advisory Board	FALL 2016
Execute 5 roundtables with 200+ senior executives & institutional investors	FEBRUARY – JUNE 2016
Release white paper on the role of SII in the broader movement	FALL 2016
Customized prep calls with companies and investors	FALL 2016
Convene CEO/Institutional Investor Conference	FEBRUARY 2017
Public Launch	FEBRUARY 2017

"To assist HSBC clients with successful long-term growth plans, we work with clients over a time horizon of many years. We view SII as an important effort to drive the changes needed to accelerate progress."

Patrick Burke, President and CEO, HSBC USA Group General Manager, HSBC Holdings PLC

Select Network Partners



The CECP Advantage

- › Trusted advisor to more than 200 CEOs and companies across all industries that represent more than \$7 trillion in annual revenues.
- › Convening power to bring together CEO's and long-term investors to accelerate dialogue on the new definition of value.
- › Established reach to senior executives through Board of Boards CEO gathering.

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