THE CEO FORCE FOR GOOD

CECP is a CEO-led coalition that believes that a company's social strategy—how it engages with stakeholders including employees, communities, and customers—determines company success.

CECP CEOs and COMPANIES | 2016-2017

"One of the important things CECP has done is rise above the fray and really talk about how, collectively, we can make a difference."

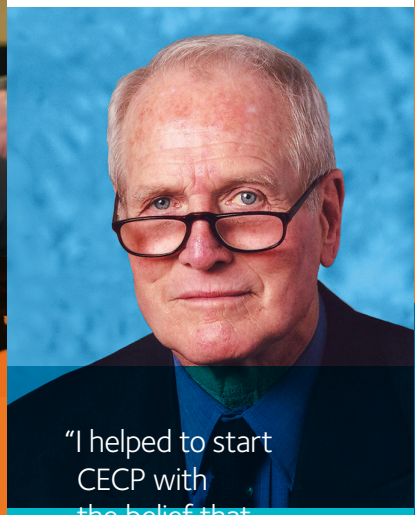
JEFF IMMELT, CHAIRMAN & CEO, GENERAL ELECTRIC

"As the leader of Campbell, I believe we can make a profit and make a difference guided by our Purpose and driven by our Growth agenda. CECP provides the tools to help support our efforts in a way that's authentic and transparent."

DENISE MORRISON, PRESIDENT & CEO, CAMPBELL SOUP COMPANY

"Companies need to care for the communities they rely on for their business. CECP provides a unique opportunity for companies to come together around this important shared mission of making a positive social impact."

MITCH BARNS, CEO, NIELSEN

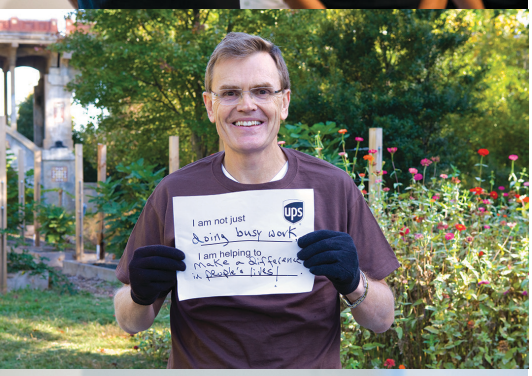


"I helped to start CECP with the belief that corporations could be a force for good in society."

PAUL NEWMAN, FOUNDING CO-CHAIR, CECP

CECP

THE CEO FORCE FOR GOOD



COUNSEL AT EVERY STAGE:

Learn > Step In > Lead

CEO ENGAGEMENT OPPORTUNITIES

CECP offers CEOs the following optional opportunities to connect and collaborate with peer CEOs, speak at and attend exclusive CEO events, learn the latest data and trends, advance corporate strategy, and engage with top-tier business media.

Board of Boards

- CECP's Board of Boards, a *Forbes*-named top three "power-player" event, is a half-day, closed-door CEO-to-CEO networking discussion on the case for thinking long-term about business and societal strategies.
- The 12th annual event on February 27, 2017 will feature CEOs **Mitch Barns**, **Nielsen**; **Dominic Barton**, **McKinsey & Company**; **Michael Corbat**, **Citigroup**; **Brian C. Cornell**, **Target**; **Richard Edelman**, **Edelman; Alex Gorsky**, **Johnson & Johnson**; **Denise Morrison**, **Campbell Soup Company**; **F. William McNabb III**, **Vanguard**; **Anne M. Mulcahy**, **Save the Children**, formerly **Xerox Corporation**.
- The 11th annual Board of Boards gathered more than 40 CEOs from the world's leading companies including **David Abney**, **UPS**; **Mark T. Bertolini**, **Aetna Inc.**; and **J.P. Bilbrey**, **The Hershey Company**, attracting widespread media-coverage in *The Wall Street Journal* and other top-tier media.

Thought Leadership

- CECP provides one-on-one support to CEOs on the latest trends in and benefits from increased corporate societal engagement, including CECP's proprietary data, best practices from its 200+ company partners, and leading research in the field.
- CECP has presented the latest insights to **CEO staffs**, **corporate executives**, **Boards of Directors**, and a variety of industry groups, as well as discussed how societal engagement can become a competitive advantage.
- CECP convenes a series of CEO roundtable discussions in major cities across the U.S. These events offer CEOs the opportunity to co-host a local event, network with regional peer CEOs, hear the latest trends from CECP's proprietary database, discuss region-specific challenges, and share opportunities to advance key initiatives.

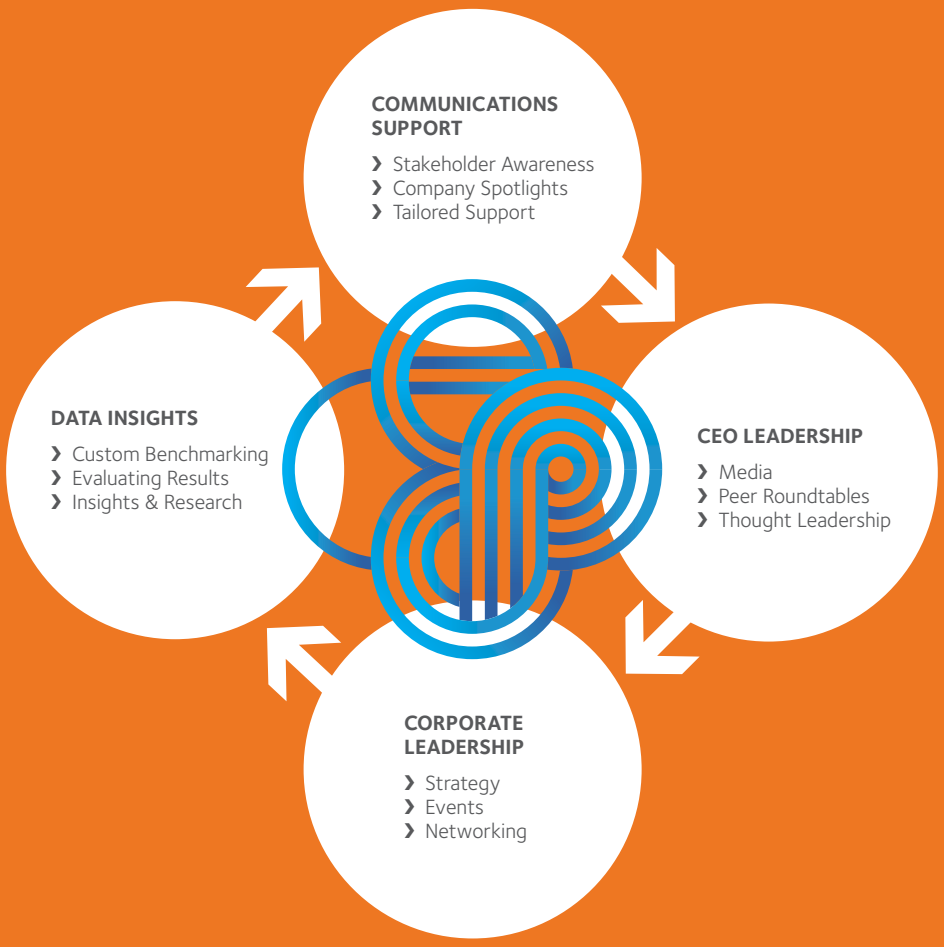
Communications Support

- CECP supports CEOs in their efforts to communicate corporate societal engagement initiatives to stakeholders, including **employees**, **the media**, and **investors**. CEOs have the opportunity to share key company achievements through a third-party advocate with targeted top-tier media.
- CECP facilitated interviews with numerous CEOs in 2016, generating coverage by **CNBC**, ***The Wall Street Journal***, ***Fortune***, **Reuters**, and ***Bloomberg BusinessWeek***.

Strategic Investor Initiative

- A **CEO-backed initiative** that seeks to build trust in capitalism as an engine of global prosperity, by moving trillions of dollars of capital to companies demonstrating **performance excellence over the long-term**.
- This is a **new platform** for leading CEOs to convey their long-term plans to long-term investors—including specific commitments of **financially material ESG factors**.
- The team provides **guidance** to help companies and investors **identify** and **adopt long-term value-generating plans**.

2016 FORCE FOR GOOD WINNERS FROM TOP TO BOTTOM: *Eileen Fisher, Founder & Chairwoman, EILEEN FISHER, Inc. takes a stand for sustainable business practices with the Vision2020 initiative; Dr. H. Fisk Johnson, Chairman & CEO, SC Johnson meets with families during a visit to Ghana; J. P. Bilbrey, Chairman, President & CEO, The Hershey Company meets with members of Ghana Cocoa Board; Kip Tindell, Co-Founder, Chairman & CEO, The Container Store cultivates The Container Store's employee-first culture; David Abney, Chairman & CEO, UPS taking part in UPS employee volunteer day; Ron Williams, Former Chairman & CEO, Aetna Inc. speaking with CEOs about his legacy of giving back.*



A COALITION OF CEOS AND COMPANIES THAT FOCUS ON SOCIETAL INVESTMENT

- **220 CEOs AND COMPANIES** in the CEO Force for Good Coalition
- **$7 TRILLION** in annual revenues
- **10 countries on 4 continents** in which the CECP-led Global Exchange has a presence in supporting corporate members to advance their societal engagement
- **$18.5 BILLION** in community engagement
- **63% OF CEOs** believe that the greatest benefit to expanding societal investment at their companies is **human capital** (CEO polling at 2016 Board of Boards)
- **86% OF CEOs** agree they are **too short-term oriented** (CEO polling at 2016 Board of Boards)

WHY CEOS JOIN THE COALITION

- **ROI:** Support to build the **business case** for societal engagement, mapping business concerns—trust, brand, new markets, employees, customers, risk, supply chain, capital—to solutions to societal challenges.
- **CEO to CEO:** Connections to other **leading CEOs** sharing similar areas of focus through introductions and events, such as the annual Board of Boards and CEO-only roundtables.
- **STAKEHOLDERS:** Essential guidance on what societal investment can do to engage **investors**, **employees**, **customers**, **board members**, **local leaders**, and **media**, **locally** and **globally**.
- **COMPETITIVE ADVANTAGE: Insights** with which to build an industry-leading community engagement strategy drawn from CECP's interactions with 200+ companies each quarter and a corporate societal investment database of more than **$200 billion** gathered since 2001.
- **INFLUENCE:** Opportunities to share your company's achievements through a third-party advocate with targeted **top-tier media**.

CECP CEOS and COMPANIES 2016-2017

As of 10/5/2016

KEY

★ CECP CEOs | ● Strategic Investor Initiative Advisory Board
● Accelerate Project Participant | ● 2016-2017 Advance the Movement Sponsor
Companies without star symbol are company-level affiliates.

★ 3M
Inge Thulin

Abbott

Adobe

AEG

★ ● Aetna Inc.
Mark T. Bertolini

★ Alcoa Inc.

★ Allstate Corporation
Thomas J. Wilson

★ Ally Financial
Jeffrey J. Brown

Altria Group, Inc.

★ American Express
Kenneth Chenault

★ American International Group, Inc.
Peter D. Hancock

★ Ameriprise Financial, Inc.
James M. Cracchiolo

Amgen Inc.

Anthem, Inc.

AOL Inc.

★ Applied Materials, Inc.
Gary E. Dickerson

★ Arconic

★ Assurant, Inc.
Alan Colberg

AstraZeneca

★ AT&T Inc.
Randall L. Stephenson

AXA US

★ Bank of America Corporation
Brian T. Moynihan

★ Barclays
Jes Staley

★ BBVA
Francisco González

★ BD
Vincent A. Forlenza

Best Buy Co., Inc.

★ ● Bloomberg L.P.

BMC Software

★ BNY Mellon
Gerald L. Hassell

Boston Scientific Corporation

★ Bristol-Myers Squibb Company
Giovanni Caforio

Broadridge Financial Solutions, Inc.

★ CA Technologies
Mike Gregoire

★ Campbell Soup Company
Denise Morrison

★ Capital One Financial Corporation
Richard D. Fairbank

Cargill

★ Carlson
Marilyn Carlson Nelson

CenterPoint Energy, Inc.

★ Chevron Corporation
John Watson

Chubb

CIGNA

★ Cisco Systems
Chuck Robbins

CITGO Petroleum Corporation

★ Citigroup Inc.
Michael Corbat

Citizens Bank

★ Coach, Inc.
Victor Luis

★ The Coca-Cola Company
Muhtar Kent

★ Colgate-Palmolive Company
Ian M. Cook

★ Collette
Daniel J. Sullivan, Jr.

★ ConocoPhillips
Ryan M. Lance

Consolidated Edison, Inc.

Constellation Brands, Inc.

Credit Suisse

CSAA Insurance Group, a AAA Insurer

CSX Transportation, Inc.

★ CVS Health
Larry J. Merlo

Darden Restaurants, Inc.

Dell Inc.

★ Deloitte Touche Tohmatsu Limited
Catherine Engelbert

★ Deutsche Bank

★ Devon Energy Corporation
Dave A. Hager

★ Discovery Education
Bill Goodwyn

Dollar General

Dominion Resources, Inc.

★ The Dow Chemical Company
Andrew N. Liveris

DTE Energy Company

★ DuPont
Edward Breen

eBay Inc.

★ Ecolab Inc.
Douglas M. Baker, Jr.

★ Edelman
Richard Edelman

★ Eli Lilly and Company
John C. Lechleiter, Ph.D.

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★ Empire State Realty Trust
Anthony E. Malkin

★ Entergy Corporation
Leo P. Denault

★ The Estée Lauder Companies Inc.
William P. Lauder

★ Exelon Corporation
Christopher M. Crane

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FMC Corporation

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Genentech

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GSK

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Dinesh C. Paliwal

★ The Hartford
Christopher J. Swift

★ Hasbro, Inc.
Brian Goldner

★ Herman Miller, Inc.
Brian C. Walker

★ The Hershey Company
John P. Bilbrey

★ Hess Corporation
John B. Hess

★ Hilton Worldwide
Christopher J. Nassetta

★ Holsman International
Henrietta H. Fore

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★ The Honest Company, Inc.
Brian Lee

Honeywell International Inc.

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Patrick J. Burke

★ Humana Inc.
Bruce D. Broussard

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★ Intel Corporation
Brian Krzanich

★ ● Interpublic Group
Michael I. Roth

★ JM Family Enterprises, Inc.
Colin Brown

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★ Johnson & Johnson
Alex Gorsky

★ JPMorgan Chase & Co.
Jamie Dimon

★ Kimberly-Clark Corporation
Thomas J. Falk

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John Veihmeyer, Global Chairman for KPMG
Lynne Doughtie, US Chairman & CEO

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★ Legg Mason, Inc.
Joseph A. Sullivan

Lockheed Martin Corporation

★ Macquarie Group
Michael McLaughlin

★ Macy's, Inc.
Terry J. Lundgren

Massachusetts Mutual Life Insurance Company

★ Mastercard
Ajay Banga

McCormick & Company, Incorporated

★ McDonald's Corporation
Steve Easterbrook

★ McKesson Corporation
John H. Hammergren

★ ● McKinsey & Company
Dominic Barton

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★ ● Merck & Co., Inc.
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Kenneth C. Frazier

★ MetLife, Inc.
Steven A. Kandarian

MGM Resorts International

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★ Mitsubishi Corporation (Americas)
Hidemoto Mizuhara

★ Moody's Corporation
Raymond W. McDaniel, Jr.

★ ● Morgan Stanley
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★ The Mosaic Company
James C. "Joc" O'Rourke

★ National Basketball Association
Adam Silver

Neuberger Berman

★ New York Life Insurance Company
Ted Mathas

★ Newell Brands
Michael B. Polk

★ ● Newman's Own
Robert H. Forrester

★ Nielsen Holdings plc
Mitch Barns

★ Northrop Grumman Corporation
Wes Bush

Northwestern Mutual

Novo Nordisk Inc.

★ Ogilvy & Mather
Shelly Lazarus

PayPal

★ Pearson plc
John Fallon

★ PepsiCo
Indra K. Nooyi

★ Pfizer Inc.
Ian C. Read

★ PG&E Corporation
Anthony F. Earley, Jr.

★ Phillips 66
Greg C. Garland

Pitney Bowes Inc.

★ The PNC Financial Services Group, Inc.
William S. Demchak

Praxair, Inc.

★ ● PricewaterhouseCoopers LLP
Robert E. Moritz

Principal Financial Services, Inc.

★ ● Prudential Financial
John Strangfeld

Public Service Enterprise Group Incorporated

★ Qualcomm Incorporated
Steve Mollenkopf

★ Quest Diagnostics Incorporated
Stephen H. Rusckowski

★ Revolution LLC
Steve Case

★ Roshan Telecom Development Company Afghanistan Corporation, T/A Roshan
Karim Khoja

★ Royal Bank of Canada
David McKay

★ S&P Global Inc.
Douglas Peterson

★ Salesforce
Marc Benioff

★ Samsung Electronics America, Inc.
Gregory Lee

★ Sanofi
Olivier Brandicourt

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★ Sempra Energy
Debra L. Reed

★ Siemens Corporation
Eric A. Spiegel

Southern California Edison

Southwest Airlines Co.

★ Southwire Company
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★ **Spencer Stuart**
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★ **State Farm Mutual Automobile Insurance Company**
Michael L. Tipsord

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★ **Synchrony Financial**
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★ **Target**
Brian C. Cornell

★ **Tata Consultancy Services**
Surya Kant

★ **Time Warner Inc.**
Jeffrey L. Bewkes

★ **Toyota North America**
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★ **U.S. Bancorp**
Richard K. Davis

★ **UBS**
Robert J. McCann

★ **Unilever North America**
Kees Kruythoff

★ **United Technologies Corporation**
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★ **UnitedHealth Group**
Stephen J. Hemsley

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David Abney

★ ● ● **USAA**
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★ **Verizon Communications Inc.**
Lowell C. McAdam

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Philippe Dauman

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Votorantim S.A.

★ ● **Voya Financial, Inc.**
Rodney O. Martin, Jr.

★ ● **Wal-Mart Stores, Inc.**
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★ **The Walt Disney Company**
Robert A. Iger

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★ **Welltower Inc.**
Thomas J. DeRosa

★ **The Western Union Company**
Hikmet Ersek

WestRock Company

★ **Xerox Corporation**
Ursula M. Burns

Xylem

Yum! Brands, Inc.

★ **Zurich Insurance Group**
Mario Greco

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E. Neville Isdell, The Coca-Cola Company

Leonard A. Lauder, The Estée Lauder Companies Inc.

Richard D. Parsons, Citigroup Inc.

Peter L. Malkin, Empire State Realty Trust

Paul A. Allaire, Xerox Corporation

Anne M. Mulcahy, Xerox Corporation

Paul A. Volcker

Alain J. P. Belda, Warburg Pincus LLC

James C. Morgan, Applied Materials, Inc.

Thomas A. Renyi, BNY Mellon

Timothy P. Flynn, KPMG LLP

Thomas S. Murphy, Capital Cities/ABC, Inc.

Kenneth T. Derr, Chevron Corporation

John P. Morgridge, Cisco Systems

Sanford I. Weill, Citigroup Inc.

Charles O. Holliday, Jr., DuPont

Sidney Taurel, Eli Lilly and Company

Robert W. Selander, Mastercard

Stephen W. Sanger, General Mills, Inc.

W. James Farrell, Illinois Tool Works Inc.

William B. Harrison, Jr., JPMorgan Chase & Co.

Walter V. Shipley, JPMorgan Chase & Co.

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William C. Steere, Jr., Pfizer Inc

Arthur F. Ryan, Prudential Financial, Inc.

Ronald A. Williams, Aetna Inc.

Christina A. Gold, The Western Union Company

David Rockefeller, Rockefeller & Co.

Lawrence K. Fish, Citizens Bank

Ryoichi Ueda, Mitsubishi Corporation (Americas)

Jean-Pierre Garnier, GSK

Stuart Thorn, Southwire Company

CECP

FROM LEFT TO RIGHT: *Deanna Mulligan, President & CEO, The Guardian Life Insurance Company of America; Lynne Doughtie, US Chairman & CEO, KPMG LLP; Richard Edelman, President & CEO, Edelman and Kees Kruythoff, President, Unilever North America.*

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David Rockefeller

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Sanford I. Weill

John C. Whitehead
(Apr. 2, 1922 - Feb. 7, 2015)

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Paul L. Newman
(Jan. 26, 1925 – Sept. 26, 2008)

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

Kenneth T. Derr, Former Chairman and CEO, Chevron Corporation

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Robert H. Forrester, President and CEO, Newman's Own Foundation; Executive Chairman, Newman's Own

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Shelly Lazarus, Chairman Emeritus, Ogilvy & Mather

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Barb Short, Managing Director, Corporate Leadership

Sara Appleyard Adams, Senior Director, Communications and Marketing

Carmen Perez, Director, Data Insights

Mark Tulay, Director, Strategic Investor Initiative

Courtney King Murphy, Director, CEO Leadership

CECP

THE CEO FORCE FOR GOOD

Daryl Brewster
CEO

5 Hanover Square
Suite 2102
New York, NY 10004
212-825-1000
info@cecp.co

CECP is a CEO-led coalition that believes that a company's social strategy—how it engages with key stakeholders including employees, communities, and customers—determines company success. Founded in 1999 by Paul Newman to create a better world through business, CECP has grown to a movement of more than 200 of the world's largest companies that represent $7 trillion in revenues, $18.6 billion in societal investment, and 13 million employees. CECP helps companies transform their social strategy by providing customized connections and networking, counsel and support, benchmarking and trends, and awareness-building and celebration.