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CECP's Strategic Investor Initiative Bringing Calls for Long-Term Focus to Life at Sixth CEO Investor Forum

Nine global CEOs and chairmen speak to audience of institutional investors about long-term strategies for their companies

NEW YORK, February 25, 2019 —CEOs and Chairmen who are answering the call for a long-term focus from leading investors such as **BlackRock, State Street, and Vanguard** will share their forward-looking plans at CECP's sixth **CEO Investor Forum**. Organized by CECP's [Strategic Investor Initiative \(SII\)](#), the presentations are part of a global platform that leveres CECP's CEO network to fundamentally change the conversation between CEOs, boards of directors, and investors from short-term profits to sustained long-term corporate performance. CEO Investor Forums have brought together to date **30 companies representing more than \$2 trillion in market cap and investors representing \$25 trillion in assets under management**, shifting the market mindset to put greater value in conversations about growth, strategy, and risk over the long term.

Presentations will be live-streamed beginning at 1:20 pm ET via this link:
<http://www.wsw.com/webcast/cecp6>.

"For too long, companies have sacrificed long-term value creation to generate short-term results, which erodes the sustainability strategic investors seek," **said Bill McNabb, Former Chairman, SII Advisory Board Co-Chair**. "It's through the groundbreaking efforts of the Strategic Investor Initiative that companies and investors can change how businesses plan and act. CECP, with the 200 global CEOs in their coalition, is the right organization to lead this transformation."

The February 25th event will begin with a panel of four current and former CEOs who will discuss long-term megatrends facing global businesses. Following the panel, five CEOs will present their respective company's long-term plans to the audience of institutional investors. The event will conclude with a conversation with the **Honorable Leo E. Strine, Jr.**, Chief Justice of the **Supreme Court of Delaware**.

"We regularly hear from the CEOs in CECP's coalition that they face too many short-term pressures from Wall Street traders," stated **Nandika Madgavkar**, Senior Director, Strategic Investor Initiative. "Yet, strategic investors also want to hear how companies will create value over several years, not just the next quarter. Our CEO Investor Forums and partnership with the 200 plus companies in our coalition creates tremendous momentum for 2019."

The keynote luncheon panel on megatrends in global business will feature:

- **Alex Gorsky**, Chairman & CEO, **Johnson & Johnson** and co-chair, **Strategic Investor Initiative**;
- **Mark T. Bertolini**, Former Chairman & CEO, **Aetna Inc.**;
- **Omar Ishrak**, CEO, **Medtronic**;
- **Barbara Humpton**, CEO, **Siemens USA**

Immediately following the panel, the audience of institutional investors will hear long-term plan presentations from:

- **Kevin P. Clark**, President & CEO, **Aptiv**
- **Steve Collis**, Chairman, President, & CEO, **AmerisourceBergen**
- **Robin Hayes**, CEO, **JetBlue Airways**
- **Mark Schneider**, CEO, **Nestlé S.A.**
- **Peter Van Camp**, Executive Chairman & Former CEO, **Equinix**

The CEO Investor Forum follows the recent publication of two research papers from the Strategic Investor Initiative. The most recent study, [Methods of Production of Long-term Plans](#) co-authored by SII Research Director **Brian Tomlinson** and BrownFlynn Senior Advisor **Mike Krzus**, offers a behind-the-scenes look at why the CEOs of some of the world's largest companies delivered long-term plan presentations to investors at the CEO Investor Forums. The paper also outlines which inputs the CEOs considered in creating the presentations, who was involved, and how the internal teams aligned and prioritized data.

In addition, Tomlinson also co-authored the report [The Economic Significance of Long-Term Plans](#) with **George Serafeim** of Harvard Business School Professor and KKS Advisors. The report [found early evidence](#) that the presentations at CEO Investor Forums triggered **abnormal market returns of 1.83%** and **share turnover of 7.6%**. Companies that communicated plans with higher-quality information also saw higher market reactions.

CECP's Strategic Investor Initiative is co-chaired by **Bill McNabb**, former Chairman of **Vanguard**, and **Johnson & Johnson's** CEO **Alex Gorsky**. SII has an advisory board of leading investors that represent more than \$15 trillion in assets under management. The CEO Investor Forum took place following CECP's annual [Board of Boards](#) event, which this year also serves as the kickoff celebration of CECP's 20th anniversary.

The event is supported by **KPMG**, **Ford Foundation**, **Bloomberg LP**, and **Heron Foundation**.

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ABOUT CECP: THE CEO FORCE FOR GOOD

CECP is a CEO-led coalition that believes that a company's social strategy — how it engages with key stakeholders including employees, communities, investors, and customers — determines company success. Founded in 1999 by actor and philanthropist Paul Newman and other business leaders 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 \$11.3 trillion in revenues, \$23.8 billion in societal investment, 17.4 million employees, and \$15 trillion in assets under management. CECP helps companies transform their social strategy by providing customized connections and networking, counsel and support, benchmarking and trends, and awareness building and recognition.

ABOUT THE STRATEGIC INVESTOR INITIATIVE

The Strategic Investor Initiative is a coalition of thought leaders committed to the long-term movement. Collectively, SII is developing a new platform for leading companies to create, convey, and deliver long-term plans to long-term investors. SII's vision is to spark the movement of trillions of dollars of capital to companies demonstrating performance excellence over the long-term. SII provides tools and resources designed to introduce and support market behaviors that ultimately deliver sustained long-term value for all stakeholders.