



Preparing the Capital Markets for Stakeholder Capitalism and the Emerging Purpose-Driven Economy

Known as the Purpose Generation,¹ Millennials already represent 50% of the U.S. workforce² and are emerging as the next generation of managers, executives, and institutional and retail investors. They believe business has a responsibility to be transparent about its values, make a positive contribution to society and align financial performance with its principles and corporate purpose – the key elements of the emerging purpose-driven economy.

Chaired by Bill McNabb, *former Chairman and CEO of Vanguard*, the CEO Investor Forum supports and guides cross-functional corporate leaders and their CEOs on developing and communicating their long-term value creation strategy to institutional investors and other key stakeholders. Through the [Long-Term Plan Framework](#), developed in partnership with Harvard Business School Professor George Serafeim and KKS Advisors, **bespoke tools and advisory services**, and both **educational and Reg-FD events**, the Forum empowers corporate leaders and their CEOs to proactively:

1 Set the Context

Establish the agenda to build trust and confidence in your company's mission.

2 Own the Narrative

Reorient the expectations of investors and stakeholders for the next 3-5 years.

3 Lead for the Future

Create a path to achieve a sustainable and fair valuation on a company's long-term prospects.

Market-Tested Investor Communications Solution

35 CEOs

presented Sustainable
Long-Term Plans

+\$2T

aggregate market cap of
presenting companies

"We recognize that for many companies, providing **forward-looking information**, particularly detailed information regarding future operating conditions and resource needs, may present difficulties, including because any shift to a forward-looking health and welfare strategy is at most in its incipient stage. As time passes, and our strategies come into greater focus, making and refining theses estimates should become less difficult."

- SEC Chairman Jay Clayton, April 8, 2020³



"It is through the groundbreaking efforts of the **CEO Investor Forum** that companies and investors can change the impact businesses have on the world."

- Bill McNabb, CEO Investor Forum Co-Chair & Former Chairman & CEO, Vanguard



The CEO Investor Forum in Action

The **Sustainable Long-Term Plan** changes the conversation companies have with investors from short-term earnings expectations to sustainable long-term value creation. In partnership with KKS Advisors, Professor George Serafeim, and institutional investors, the Forum's proprietary Sustainable Long-Term Plan Framework empowers CEOs to articulate their long-term strategy across **nine themes and 22 forward-looking, decision-relevant disclosures**:



CEO Investor Forum Network Benefits and Pricing

ESG Market Primer and Dashboard:

Demystify the alphabet soup of ESG ratings, their providers, and reporting frameworks as well as a snapshot of your company-specific ESG data currently used by financial analysts in their investment decision-making and proxy voting.

Knowledge Center:

Access to proprietary data, analysis methodology and long-term disclosure research

Ongoing Education & Resources:

Monthly webinars, quarterly workshops and thought leadership from experts in ESG and long-term value creation themes

Member Networking:

Gain insight from peers on preparing and communicating Long-Term Plans

CEO Investor Forum Event Access:

Includes access to the annual flagship CEO Investor Forum event and virtual sector-specific events

Long-Term, Forward-Looking Disclosure Analysis:

Analysis of your company's existing public disclosures against the investor-informed Long-Term Plan Framework to identify the areas of strength and opportunity in your company's long-term, forward-looking, decision-relevant disclosures

1:1 Briefing with Forum's Research Team:

Video call to discuss analysis findings and provide council on Long-Term Plan development progress

Long-Term Plan Development Resources:

Access to past CEO presentations and disclosure analyses

Automated Long-Term Plan Development:

An interactive tool for creating your company's Long-Term Plan (coming 1Q21)

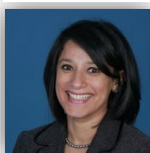
Forward-Looking Disclosure Benchmarking & Peer Analysis:

Market, sector, industry and peer long-term, forward-looking disclosure analysis (coming 4Q20/1Q21)

CECP-Affiliated: \$10,000 | Non-CECP-Affiliated: \$35,000

N.B.: The CEO Investor Forum offers bespoke Long-Term Plan development advisory services at an additional fee. Please contact us for details.

For more information on how the CEO Investor Forum can help your CEO and investor relations program refocus investor expectation toward the long-term, please contact:



Nandika Madgavkar
Head of CEO Investor Forum
Email: nmadgavkar@cecp.co



Michael Rosen
Head of Capital Markets Engagement,
CEO Investor Forum
Email: mrosen@cecp.co