

Top 3 Global Exchange Insights



THE GLOBAL EXCHANGE



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2019 GLOBAL EXCHANGE QUESTIONNAIRE PARTNERS

Mexico



Taiwan



Italy



South Korea



United States



Russia



Mainland China
and Hong Kong



South Africa



Germany



TOP 3 GLOBAL EXCHANGE INSIGHTS

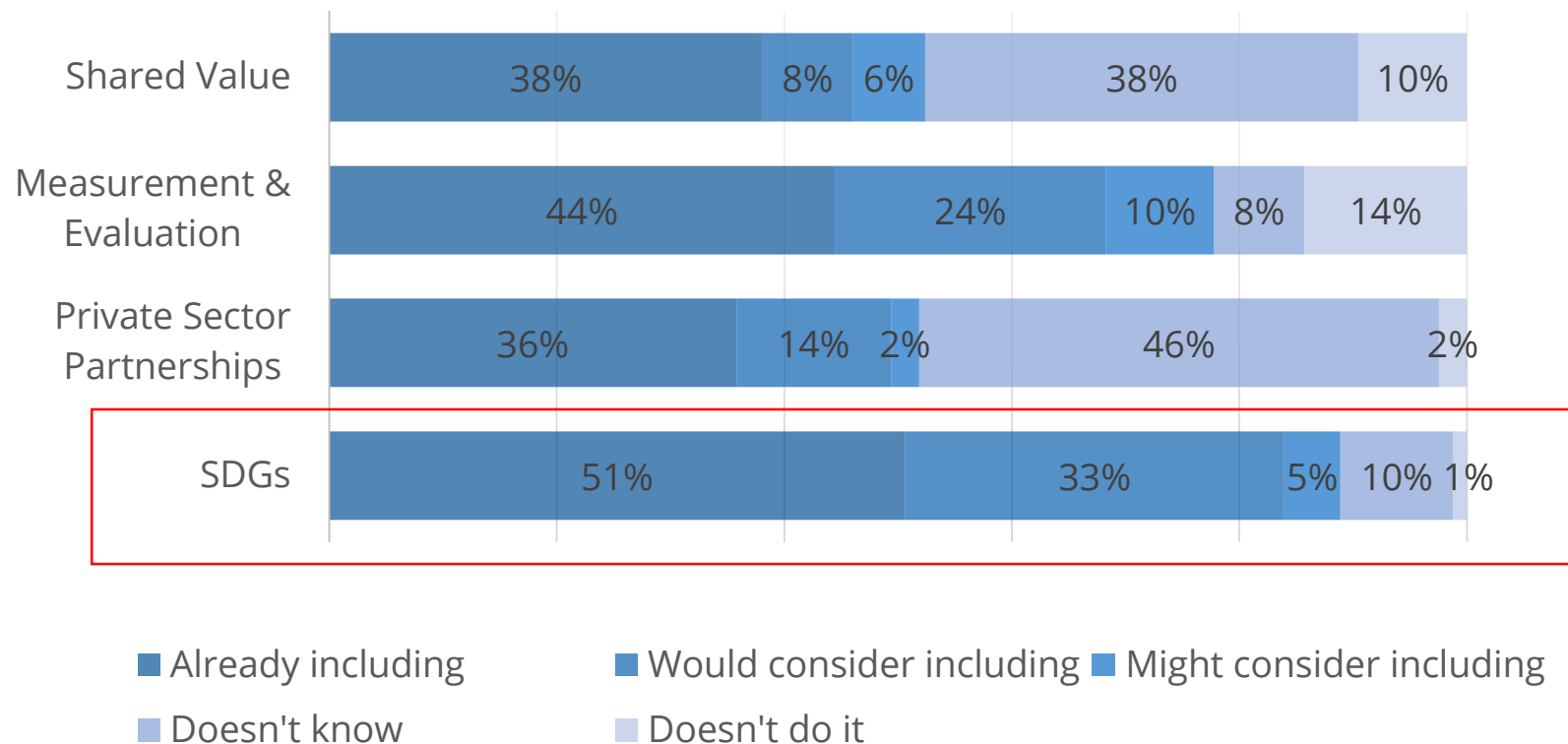
Companies are giving prominent importance to the Sustainable Development Goals (SDGs)

Giving distribution shares are in line with trends and going global

Measurement: Increasing employee engagement and improving reputation and/or trust score is top of mind

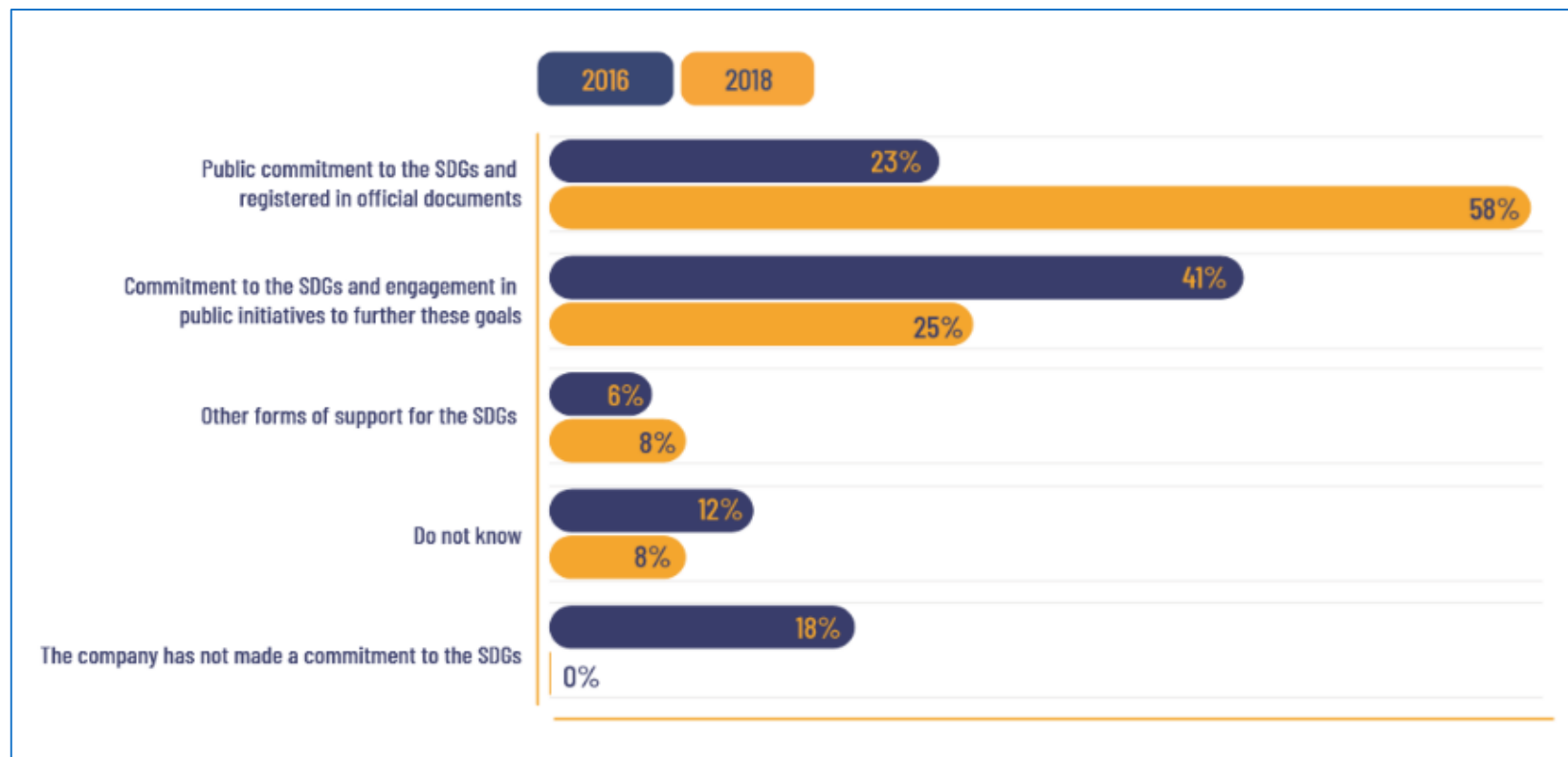
COMPANIES GIVE PROMINENT IMPORTANCE TO THE SDGs

IMPORTANCE OF STRATEGIC AREAS, PERCENTAGE OF COMPANIES CONSIDERING INCLUDING EACH AREA IN PRESENTATIONS TO CEOS/SENIOR EXECUTIVES, 2018



COMPANIES GIVE PROMINENT IMPORTANCE TO THE SDGs

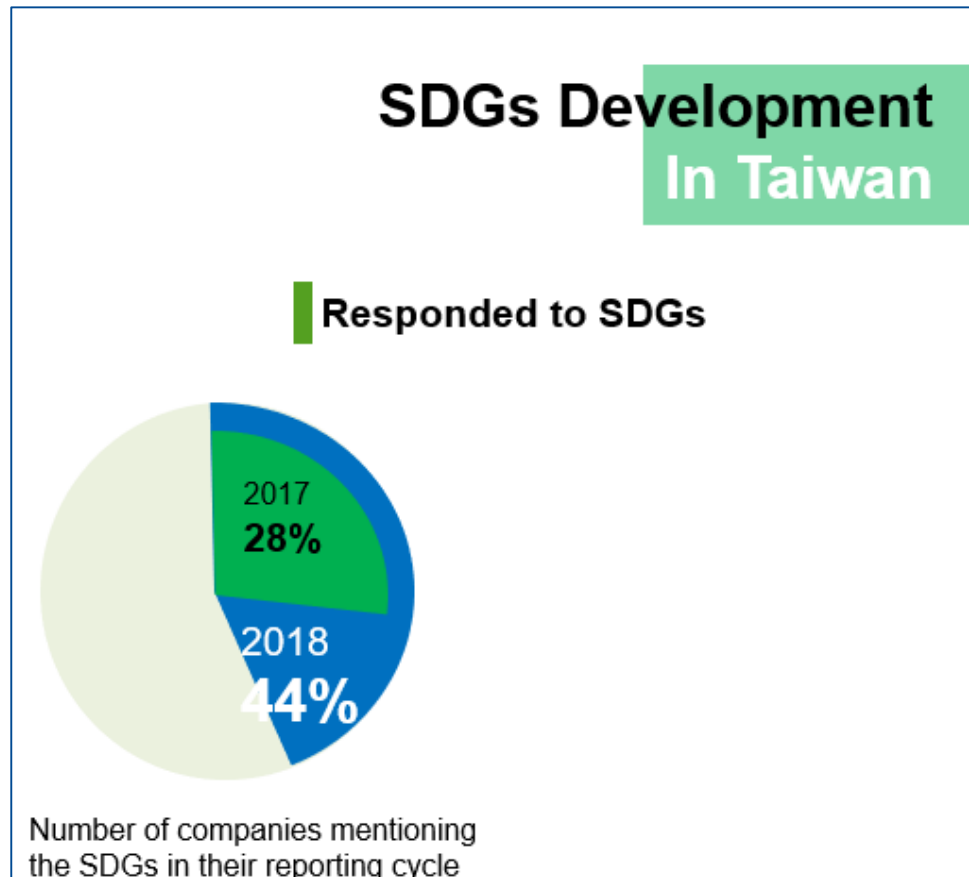
Increased Commitment from Companies in Specific Global Exchange Markets



Source: Comunitas' *Benchmarking do Investimento Social Corporativo*, 2018 Highlights

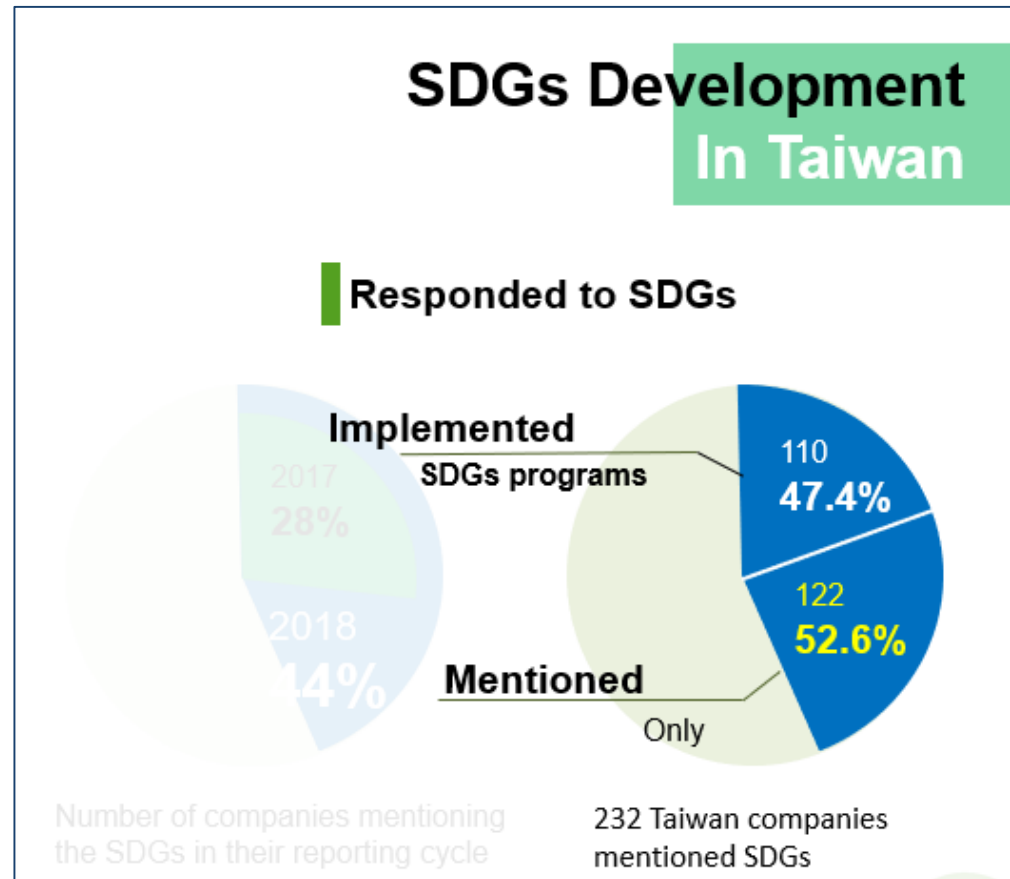
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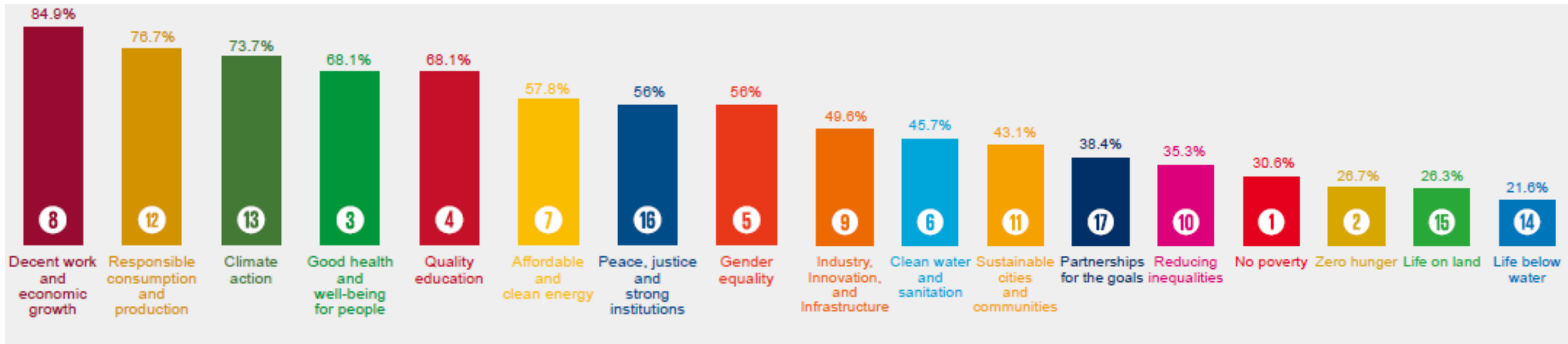
Increased Commitment from Companies in Specific Global Exchange Markets



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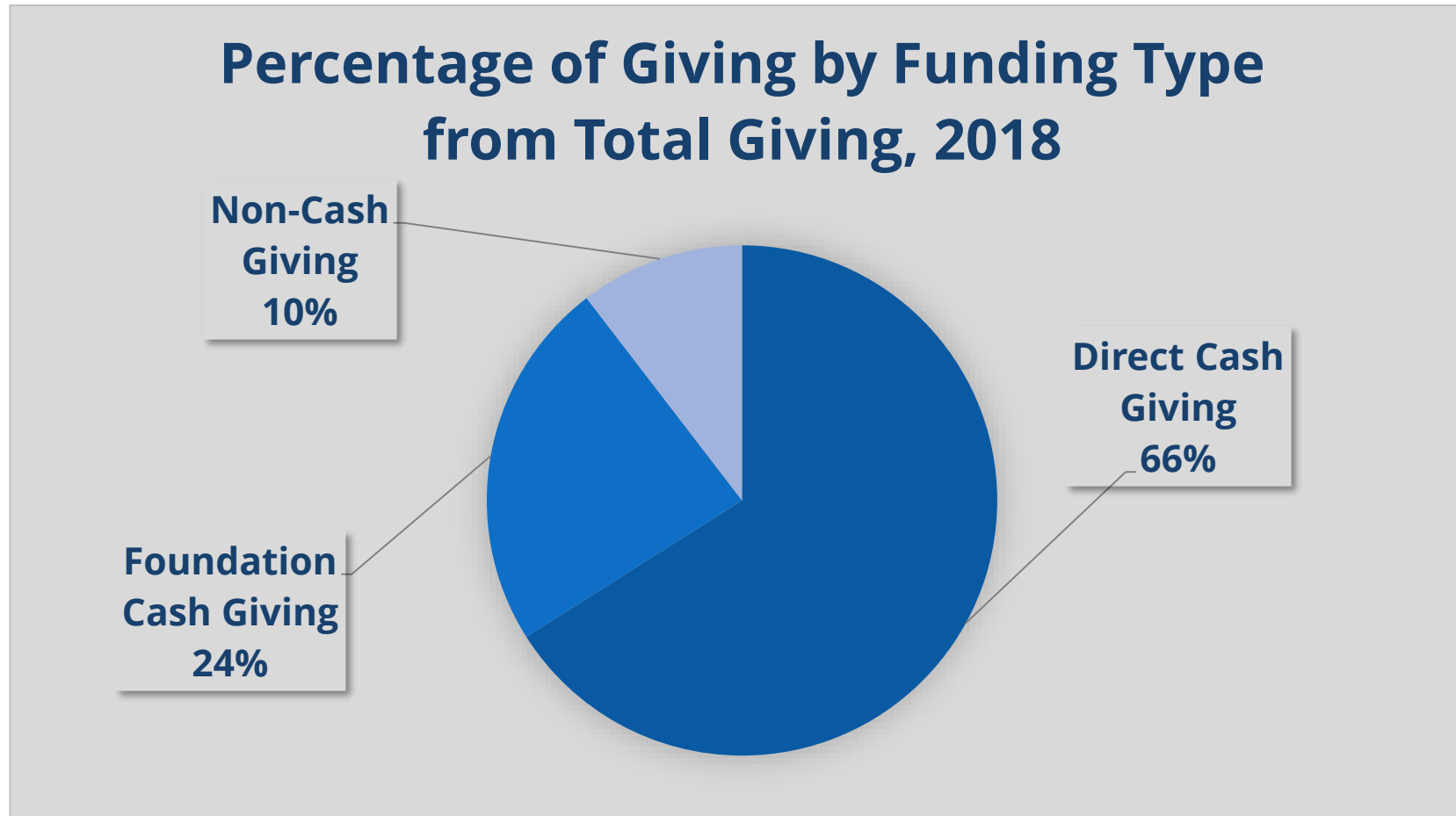
Increased Commitment from Companies in Specific Global Exchange Markets

Priority of SDG goals



Source: CSRone's Taiwan and Asia Sustainability Reports Analysis, 2019

GIVING DISTRIBUTION SHARES IN LINE WITH TRENDS AND GOING GLOBAL



Source: 2019 Global Exchange Questionnaire

GIVING DISTRIBUTION SHARES IN LINE WITH TRENDS AND GOING GLOBAL

Funding Type	Medians (in US\$ Millions), 2018
Total Giving	US\$5.90
Total Cash Giving	US\$5.70
Direct Cash	US\$5.20
Foundation Cash	US\$2.40
Non-Cash	US\$0.50

Source: 2019 Global Exchange Questionnaire

GIVING DISTRIBUTION SHARES IN LINE WITH TRENDS AND GOING GLOBAL

45% of companies reported contributing with at least one grant to international end-recipients in 2018

Two out of three companies reported having a foundation or trust in 2018

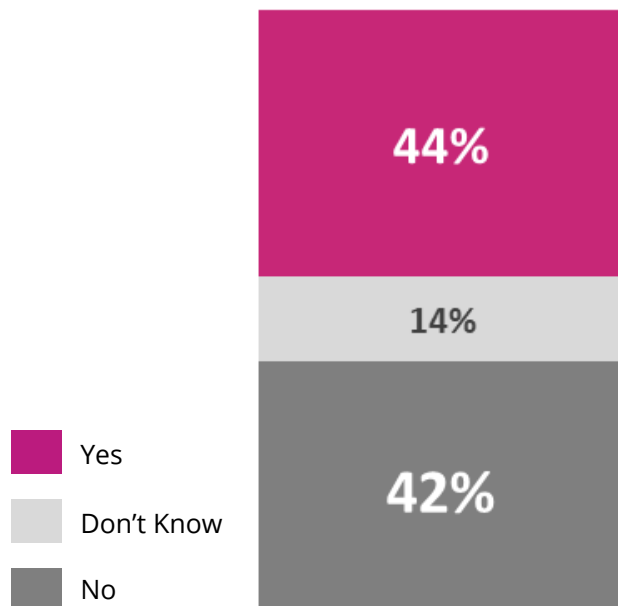
31% of those companies that reported having a foundation stated having more than one corporate foundation, opened outside the company's headquarter country

The median total giving of companies that reported having at least one foundation was US\$12 million, versus the US\$4.2 million of surveyed companies that didn't report having at least one foundation

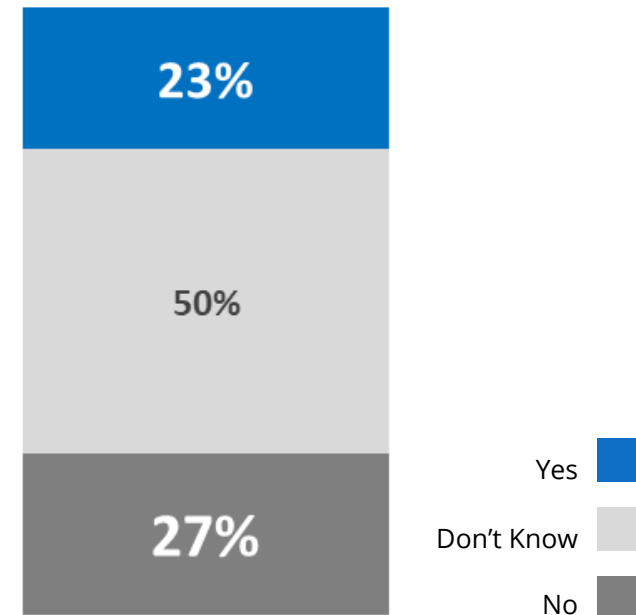
MEASUREMENT: INCREASING EMPLOYEE ENGAGEMENT AND IMPROVING REPUTATION AND/OR TRUST SCORE IS TOP OF MIND

Measurement of Business Value of Community Investments, Percentage of Global Companies, 2018

Measurement of Business Value of Community Investments with
Employee Metrics



Measurement of Business Value of Community Investments with
Brand/Customer Metrics



Source: 2019 Global Exchange Questionnaire

MEASUREMENT: INCREASING EMPLOYEE ENGAGEMENT AND IMPROVING REPUTATION AND/OR TRUST SCORE IS TOP OF MIND

