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CECP Announces Second CEO Investor Forum As Movement to Encourage Corporate Long-Term Planning, Disclosure, and Governance Gains Momentum

*Event to feature S&P 500 CEOs presenting long-term strategic plans to
investors representing \$25 Trillion in AUM*

NEW YORK, June 22, 2017 — [CECP, a coalition of more than 200 of the world's largest companies](#), announced that its [Strategic Investor Initiative](#) (SII) will host the second **CEO Investor Forum** (CIF) on **September 19th, 2017**, at the Bloomberg LP HQ. This invitation-only event will feature leading CEOs presenting their company's long-term strategic plans—including operational and financial outlooks ranging three to five years or more—to an audience of 200 long-term-oriented institutional investors and pension funds, collectively representing \$25 trillion in assets under management. **CEOs confirmed to date include:** Mark Bertolini, CEO of **Aetna**; Michael P. Gregoire, CEO of **CA Technologies**; Kevin Clark, President and CEO, **Delphi**; Johan Denzelind, President and CEO of **Telia**; and Rodney O. "Rod" Martin, Chairman and CEO of **Voya Financial, Inc.** **CEOs and investors interested in taking part may apply for the last few remaining slots by contacting Mark Tulay, mtulay@cecp.co.**

"Our research demonstrates a proof point of how leading investors, such as **Vanguard, BlackRock**, and **State Street**, are asking companies to explain how the long term sets the context for the short term, focusing on the future risks businesses face," said **Daryl Brewster, CEO, CECP**. "Our CEO Investor Forum is the first setting that brings together CEOs and their top institutional shareholders to focus on the long-term value-creating strategies that integrate financially material environmental, social, and governance (ESG) factors for the benefit of all stakeholders."

CECP: The CEO Force for Good coalition of companies represents \$7 trillion in revenues, \$18.6 billion in societal investment, and 13 million employees. CECP's **Strategic Investor Initiative** is a collaboration that leverages 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.

"The clear signal we have received from participants at our first event is 'full speed ahead'," said **Mark Tulay, Director, Strategic Investor Initiative, CECP**. "Investors want to see more standardization and long-term transparency in the presentations, and greater discussion around material risks and opportunities in environmental, social, and governance-related aspects (ESG) of their enterprises. We work with the participating executives and companies to provide the resources and guidance to help achieve this."

In addition to the CEO long-term plan presentations, the CIF will once again provide attendees with the opportunity to ask questions of presenters, and will also include educational sessions on topics related to the long-term movement, directed by thought leaders from across sectors.

“Most decisions I’ve made in my tenure—new capital, acquisitions, R&D—are 30, 40, 50-year decisions,” said **Andrew Liveris, Chairman and CEO, The Dow Chemical Company** and speaker at the inaugural CEO Investor Forum, held February 27, 2017 in NYC. “The fruits of the decisions from 10 years ago are just coming through now. All of that is long-term thinking and this is where the value is created.”

CEO presenters at the first CIF included **Mitch Barns of Nielsen, Bruce Broussard of Humana, Michael Corbat of Citi, Vincent Forlenza of BD, Andrew Liveris of Dow Chemical Company, and Bill McNabb of Vanguard**, among others. **See the Executive Summary, [here](#)**. These long-term plans incorporated financially material ESG issues, introduced new long-term performance metrics, and highlighted the role of each company’s values or purpose as the foundation for long-term prosperity and enhanced stakeholder relations. **See presentation videos, [here](#)**.

The **third CEO Investor Forum, February 26, 2018 in NYC** and **fourth, April 19, 2018 in San Francisco at NASDAQ**, are accepting companies for presentations, but few spaces remain. Contact Mark Tulay for more information, mtulay@cecp.co.

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 \$7 trillion in revenues, \$18.6 billion in societal investment, 13 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.