



THE ASSET ESG CORPORATE AWARDS 2020

GLOBAL
RECOGNITION FOR
ESG EXCELLENCE



RULE BOOK

THE ASSET ESG CORPORATE AWARDS 2020

The Asset ESG Corporate Awards are one of the world's leading and longest-running honours in the environmental, social, and corporate governance (ESG) space. They offer a rigorous benchmarking service for companies with regard to corporate sustainability. A range of metrics are used to assess the quality of each company's ESG activities while taking into consideration its unique business environment – namely, its industry and the regulations applicable in its market.

Financial performance is used as a proxy for gauging management acumen. Companies are also evaluated according to the quality of their investor relations.

ELIGIBLE COMPANIES

Companies that have been listed for at least 18 months will be eligible to make a submission for the Benchmark and Initiative Awards.

And, starting in 2020, non-listed companies with innovative or outstanding ESG initiatives are also welcome to submit for the Initiative Awards.

BENCHMARK AWARD FOR EXCELLENCE IN ENVIRONMENTAL, SOCIAL, AND CORPORATE GOVERNANCE

All companies achieving a threshold score in the relevant categories will be eligible for the awards. The awards entitle companies to display The Asset ESG logo in their marketing materials. The award categories are:

BENCHMARK AWARD (JADE, PLATINUM, GOLD, AND TITANIUM):

The benchmark award is designed to recognize excellence in ESG. This year, every submission will be considered under the Benchmark Award for Excellence in Environmental, Social, and Corporate Governance. Once a company meets the minimum requirement for its own industry in each of the evaluation categories, it will be

THE ASSET JADE AWARDS

THE ASSET PLATINUM AWARDS

THE ASSET GOLD AWARDS

THE ASSET TITANIUM AWARDS



considered for the Asset Titanium Award. If the company shows outstanding efforts and initiatives to raise the industrywide ESG standards, Gold or Platinum Awards will be granted.

In addition, The Asset Jade Award makes its debut this year for extraordinary ESG performance and transparency over and above that normally accorded to Platinum Award winners.

The benchmarking process for all of these awards involves a quantitative and a qualitative phase.

In the quantitative phase, companies are scored after completion of an online questionnaire related to different ESG topics. Companies are advised to answer as extensively and accurately as possible.

In the qualitative phase, The Asset Benchmark Research team consults with institutional investors and industry

analysts to gather their professional views and insights on the companies.

Once both phases are completed, The Asset editorial board examines all submissions.

Uniquely, when assessing Jade Award submissions, The Asset editorial board will interview a board member and/or senior executives. Jade Award applicants must also provide contacts for three investors and one partnering NGO. This allows the board to receive third-party opinions on a company's ESG performance.

The Asset ESG Corporate Awards have strengthened the focus on the environment and social aspects in light of the Covid-19 pandemic. High-level environmental and social criteria will be evaluated. In addition, companies' ESG performances will be benchmarked against their peers with a premium placed on those that outperform their peers and go the extra mile in their ESG efforts.



THE ASSET ESG CORPORATE INITIATIVE AWARDS

The Asset recognizes the efforts of companies to launch exemplary initiatives in the areas of technological innovation, social responsibility, environmental responsibility, and diversity and inclusion. The following awards are considered:



BEST INITIATIVE IN TECHNOLOGICAL INNOVATION

Winners will have launched a first-to-market technological initiative that has taken the company to the next level. This can include product or service advancements, or digital enhancements that embrace new ways of doing business.



BEST INITIATIVE IN SOCIAL RESPONSIBILITY

Winners will have implemented a project in social responsibility aimed at developing a positive relationship with the society in which they operate, including its stakeholders – consumers, employees, investors, and various community players.



BEST INITIATIVE IN ENVIRONMENTAL RESPONSIBILITY

Winners will have executed a scheme in environmental responsibility aimed at protecting the environment through recycling, waste management, water management, renewable energy, reusable materials, sustainable supply chains, or other applicable initiatives.



BEST INITIATIVE IN DIVERSITY AND INCLUSION

Winners will have adopted policies, programmes and practices that promote and strengthen diversity and inclusion within their organization and the general community and industry in which they operate.

METHODOLOGY— THE ASSET CORPORATE INITIATIVES AWARDS:

Winners will have adopted policies, programmes and practices that promote and strengthen diversity and inclusion within their organization and the general community and industry in which they operate.

Applicant companies are advised to use the United Nations' Social Development Goals (UNSDGs) as a framework for their submissions.

The Asset Corporate Initiative Awards are conferred on a submission basis. The submission document should include the company's response to the following questions:

1 NATURE AND ORIGATION PROCESS

- ▶ What is the initiative? Has it launched or is it still in a planning stage?
- ▶ What is the beginning purpose commitment for launching the initiative?
- ▶ How was this idea generated? Which department(s) are/is responsible or involved in the process?
- ▶ Do the initiatives address issues related to Covid-19?
- ▶ Which element of the initiative is original?
- ▶ How is the initiative unique or novel compared to other innovation initiatives in the industry?
- ▶ How is the initiative adding value to the company and society?

2 EFFECTIVENESS AND IMPLEMENTATION PROCESS

- ▶ What is the current opportunity the initiative seeks to address?
- ▶ Who is/are the target beneficiary/ies?
- ▶ How was the initiative implemented? Which department(s) are/is responsible or involved in the process?

- ▶ What is/are the outcome(s) of the initiative?
- ▶ How do you measure the effectiveness of the initiative(s) launched?
- ▶ What proportion of GHG emissions has been reduced? (For environmental responsibility award only)
- ▶ Could you provide testimony from the company's staff who implement the initiative?
- ▶ Could you provide beneficiaries' feedback on the effectiveness and positive impact of the initiative?

3 COMMITMENT AND EFFICIENCY

- ▶ What resources were applied or used to launch the initiative?
- ▶ What is the financial cost of the resources required to launch the initiatives?
- ▶ How do you make sure the proceeds are used for the beneficiary? (For diversity and inclusion award only)
- ▶ How do you measure the efficiency of the initiative(s) launched?
- ▶ How do you ensure the initiative is sustainable in the coming years?

4 MANAGEMENT OF EXTERNALITIES

- ▶ Who are the possible negatively affected stakeholders?
- ▶ How do you compensate the negatively affected stakeholders?
- ▶ How do you measure the efficiency of the initiative(s) launched?
- ▶ Could you provide feedback from some negatively affected stakeholders on the impact of the initiatives?

THE ASSET BEST CEO AWARD

The Asset Best CEO Award acknowledges the leadership qualities of a chief executive officer.

ELIGIBILITY

Any CEO or president is eligible for the award.

He or she should have served as CEO or president of the company for at least two years.

METHODOLOGY

The Best CEO Award will reward a range of skills and attributes, including inspirational leadership, strategic thinking, team and relationship building, effective communication and change management. This year, CEOs are required to submit materials outlining their achievements and share his/her vision and passion via a phone and/or face-to-face interview.

THE ASSET BEST INVESTOR RELATIONS TEAM AWARD

To acknowledge the importance of providing an efficient interface between a company and its investors and analysts, The Asset recognizes the best IR team.

ELIGIBILITY

The IR team of any listed company in Asia is eligible.

METHODOLOGY

In addition to applicants' submission survey results, materials submitted by IR teams that outline their day-to-day activities and provide examples of successful troubleshooting and initiatives they have undertaken in newer arenas, such as social media and web-delivered services, will be considered.

PROCEDURE

Submissions may be made between July 6 2020 and September 4 2020

PROCESSING FEE

A processing fee of **US\$3,888** per company submission covers the administration, research and analysis of the applications, regardless of the number of awards applied for. The awards entitle companies to display The Asset ESG 2020 logo in their marketing materials. In addition, the winners will receive a complimentary subscription to The Asset and access to its premium ESG online content for one year. Successfully benchmarked companies will be mentioned as winners of The Asset ESG Corporate Awards 2020 in the special edition of The Asset magazine on ESG, copies of which will be given to winners of this year's awards. The payment of the fee, however, does not guarantee an award. Companies will be invoiced when the submission has been completed.

EVALUATION REPORT

An evaluation report will be available this year for **US\$1,288**. If the company applies for the report together with their submission, a bundled package of US\$4,888 is offered.

QUESTIONS

Please direct your questions to esgawards@theasset.com.

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