

# What is Sustainable Investing?

## Environmental Social Governance

**Sustainable Investing** is an approach that considers how a company manages their environmental, social and corporate governance (ESG) factors to generate long-term financial returns and positive societal outcomes.

## How can ESG affect financial performance



⊖ If sustainability issues are not managed they can potentially pose risks to a business's longevity.



⊕ Companies who understand sustainability issues are better positioned for long-term success.



Canada's first sustainable investing tools for Direct Investors



ESG reports combined with a company's financial reports may provide that edge a direct investor needs to get ahead



Help you stay clear of any negative financial surprises



Learn how ESG factors can affect a stock price either positively or negatively

## Now you can direct invest the way you live.

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