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P R O M O T I N G G O O D R E S E A R C H

NON TRADITIONAL, SUSTAINABILITY OR RESPONSIBLE INVESTMENT? YOU DECIDE!

London (16 June 2008)

AQ Research Ltd, AXA Investment Managers and FTfm have today launched a survey to research the most popular terminology around the analysis of eco-efficiency, brand reputation, governance capacity, staff engagement etc. The survey asks market participants to imagine themselves in 2020, and to think about the reasons they would put emphasis on these factors in coming to decisions, and rank the phrases that they would most like to use.

“With so many phrases for describing this development, its hardly surprising mainstream managers are confused! This is the first survey of the "silent majority" - traditional analysts and portfolio managers. And if the results help the leading international "trade associations" in this field - I mean PRI, EAI and ICGN and the national ones likes ABI, CII, EFFAS - agree on a common phrase which the rest of us can then rally around, that would be a big step forward” said Dr Raj Thamootheram, Director, Responsible Investment at AXA Investment Managers.

“We believe that the massive swings seen in markets over the past few months will be encouraging people to take a longer view of companies’ prospects, where these factors come into play. We are approaching the real test of how truly embedded these processes are, as companies cope with a tougher economic climate” added William Russell-Smith, Managing Director of AQ Research.

The survey is accessible from the sponsors’ websites and is open until 14 July 2008 and the results will be published in FTfm on July 21 2008. There is a prize draw of the entries.

About AQ Research

AQ Research (www.aqresearch.com) has been analysing investment research since 1998. It provides quantitative analysis of analysts’ recommendations and eps forecasts, using data obtained from the broking houses involved. AQ Online delivers this analysis through a web browser. AQ also arranges conferences on Investment Research.

About AXA Investment Managers

AXA Investment Managers is a multi-expert asset management company within the AXA Group, a global leader in financial protection and wealth management. AXA IM is one of the largest European based asset managers with €525 billion in assets under management as of the end of April 2008. AXA IM employs nearly 3000 people around the world and operates out of 21 countries.