



NEUE BANK

Liechtenstein Private Bank
independent and consistent since 1992

PRIMUS-ETHICS



Sustainable investing

Why invest sustainably?

The German Council for Sustainable Development defines sustainability as follows: «Sustainability means to equally consider environmental aspects, social and economic aspects. Thus future-oriented management means: We have to leave our children and grandchildren an intact ecological, social and economic system. The one cannot be achieved without the other!»

Doing business successfully in the long term can therefore be achieved only in harmony with society and the environment. Climate change, high consumption of commodities, wars, and social conflicts show that short-term thinking has high social costs for future generations. For this reason, investments in companies pursuing a sustainable business model can lead to a better and more sustainable economy.

How is sustainability measured?

A distinction must be made whether companies merely pay lip service to sustainability or whether they make serious efforts in sustainability. To make this assessment, specialists prepare ratings (evaluations) that provide information on whether and how strongly a company engages in sustainable business.

Also for us, sustainability means:

«Keep alive in a sustained and effective way for a long period of time!»

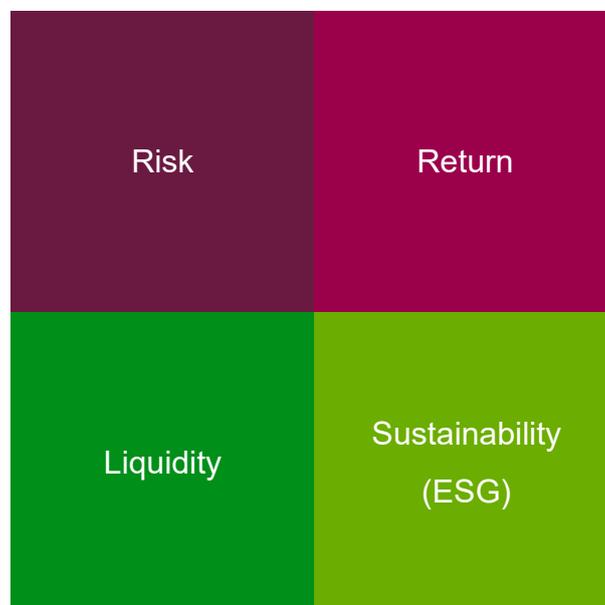
The magic square

The beginnings of sustainable investing (or socially responsible investing, SRI) can be traced to America in the early 20th century. Already the religious community of the Quakers ruled out investments in tobacco and gambling because they could not be reconciled with their world view.

Socially responsible investments like these became increasingly prevalent, leading in 1994 to the still current sustainability concept built on the three pillars of economic, environmental, and social criteria. An SRI investment therefore not only has to meet the economic criteria in terms of a financial return, but must also generate profits in harmony with an ecological, social, and cultural perspective. Classical investing, built on liquidity, return, and risk, is thus supplemented by the additional component of sustainability.

*ESG = Environmental, Social and Governance

Magic square of sustainable investment

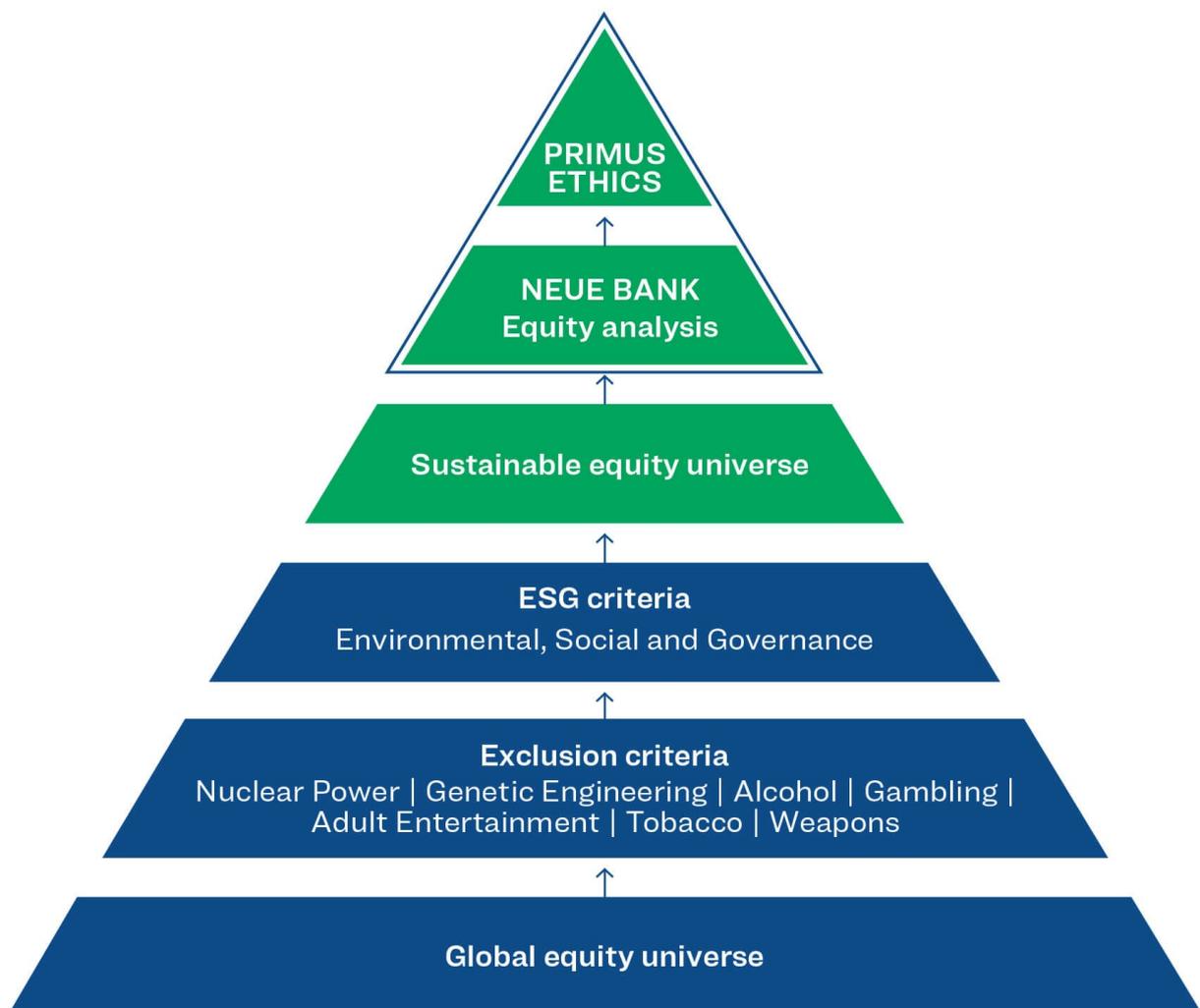


NEUE BANK – Selection process

From a global equity universe, exclusion criteria and positive criteria are used to determine the sustainable companies. Exclusion criteria are applied to rule out companies from the universe that are engaged in alcohol, tobacco, gambling, weapons, and pornography.

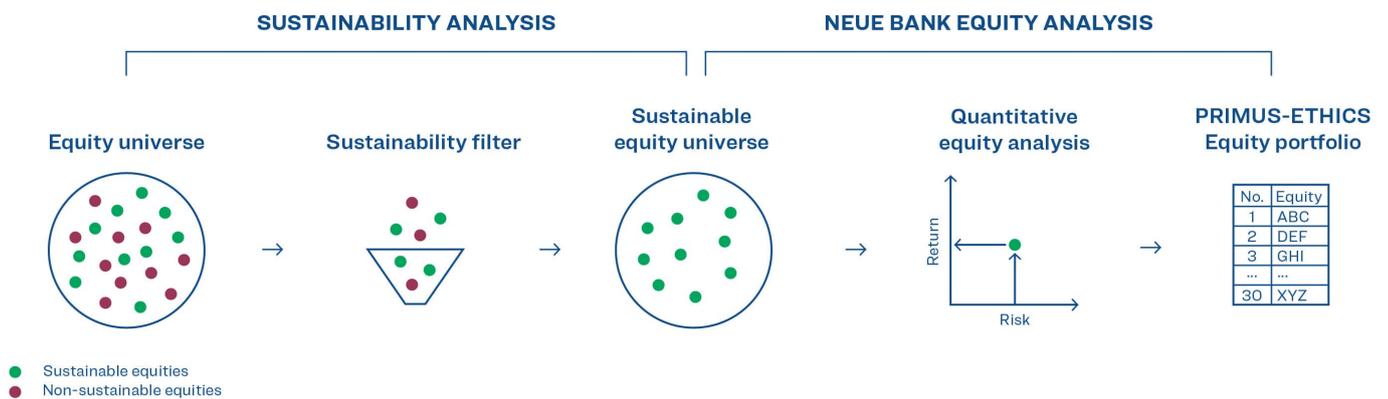
All remaining companies are then subjected to a differentiated examination according to economic, environmental, and social criteria. Values such as respect for human and labour rights, corruption, corporate governance, and environmental management are assessed.

Companies passing this examination are considered part of the sustainable investment universe and are then subjected to a specific equity analysis by the NEUE BANK AG. After completion of this multi-stage process, only 30 equities with the best results are included in the PRIMUS-ETHICS equity portfolio.



Important: Separation of sustainability and equity analysis

By separating the sustainability and equity analysis, the NEUE BANK AG ensures that the concept of sustainability is taken into account and also that the proprietary momentum filter, which evaluates the 30 best equities, is applied. This procedure makes it possible to invest exclusively in sustainable equities with a consistently positive price development and to generate outperformance over the benchmark index.

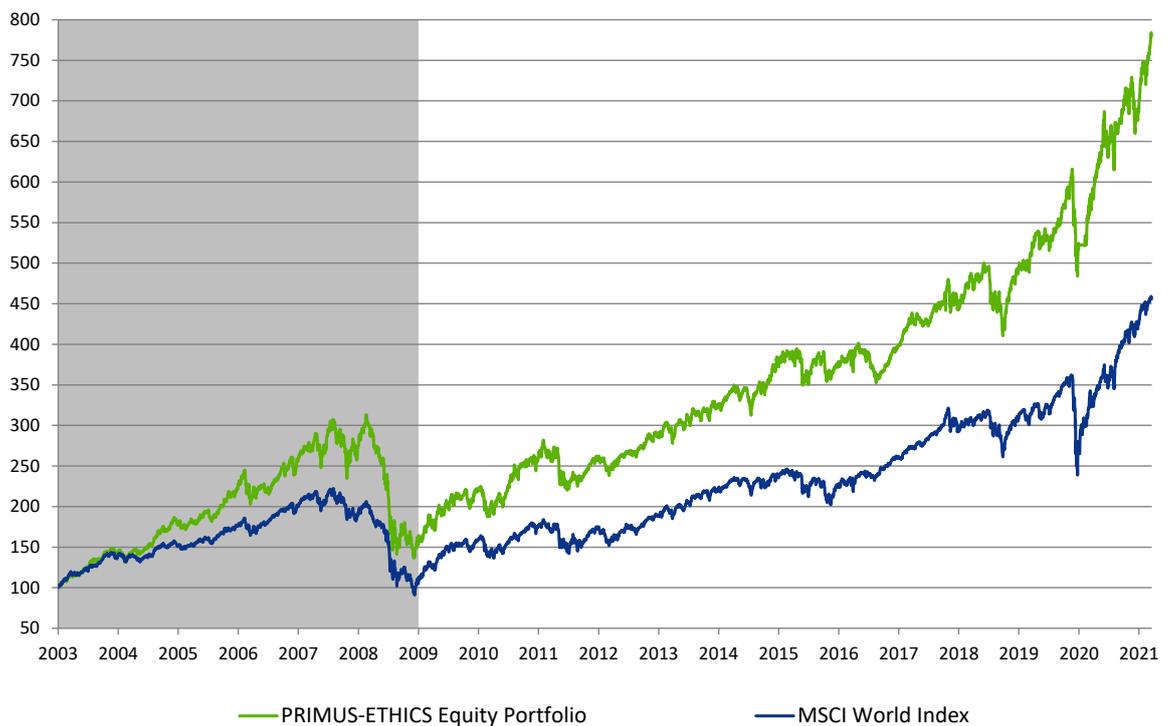


Scientific study

A scientific study commissioned by the NEUE BANK AG clearly confirms the positive correlation between sustainability and economic success in the form of excess return compared with a global equity index.

The 30 equities of sustainable companies included in the SRI portfolio were determined using one of the most critical selection procedures. The following chart illustrates the comparison of this PRIMUS-ETHICS equity portfolio with the MSCI World Index, showing that sustainable investing has led to lasting success.

Indexed performance in USD

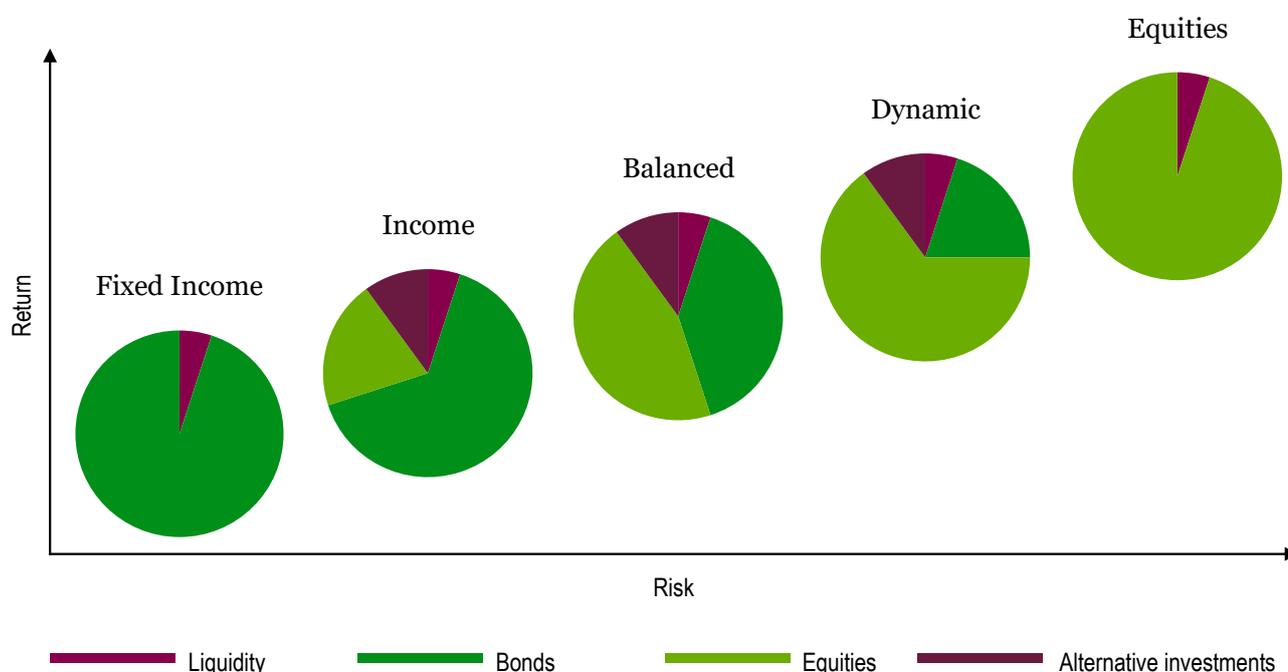


Price development from 1 April 2003 to 31 December 2008 is based on the backtest of a scientific study.

PRIMUS-ETHICS

With this solution, you specifically allocate your capital to those companies that play a pioneering role in terms of sustainability. In this way, you make a contribution to resolving existing and looming environmental, social, and economic crises and also support responsible corporate activity without having to forgo performance.

This portfolio management mandate is suitable for investors who, alongside economic success, also want to include ecological and social principles in their investments. Depending on your client profile, you can choose from the following five investment strategies in the currencies CHF, EUR, and USD:



The equity exposure of the different mandates is covered by the selected 30 sustainable equities depending on the investment strategy or volume of the assets, taking account of diversification principles. As an alternative, the equity exposure is invested in selected sustainable investment funds that meet our predefined sustainability criteria. These collective investments must firstly be recognised as sustainability funds, and secondly must be considered best-in-class. When selecting bonds, we focus primarily on corporate and government bonds which, in addition to complying with the sustainability criteria, also meet our high demands on quality.

The PRIMUS-ETHICS portfolio also uses the NEUE BANK Traffic Signal. Further details can be found in the brochure «The NEUE BANK Traffic Signal: Risk-conscious investing – so that the next crisis can be detected in time.»

Disclaimer

This publication is intended exclusively for your information and is not an offer for the purchase or sale of securities. It describes value based goals that we attempt to reach for like-minded clients. Whether we can support you in your personal financial goals depends on your individual risk appetite, your financial objectives as well as the legal constraints of the country of your domicile, in particular with respect to the financial instruments to be invested in. Therefore we recommend that you discuss the solution mentioned with your financial consultant and have possible tax consequences checked out by your tax accountant. The figures shown are based on actual performance results of the portfolio management mandate in the currency displayed. Past performance is not a reliable indicator of future performance and results. Future price and exchange rate fluctuations can impact on your return in your domestic currency. Performance data used in the tables is gross of fees (specification available from your client adviser) and do not reflect the impact of your personal taxes. The benchmark is composed of strategically weighted indices of the particular five asset categories liquidity, bonds, shares regional (Switzerland, Europe, USA), shares global and alternative investments. This information is given without a guarantee. This brochure may not be reproduced, duplicated or passed on without the prior consent of NEUE BANK AG. In case of its dissemination relevant national legislation must be adhered to.