

Press Release

Zurich, 8 September 2005

Fifth SAM/SPG Sustainability Award

Accolades for Lars Rebien Sørensen (CEO Novo Nordisk, Denmark) and Bob Welsh (CEO VicSuper, Australia). Since its inception in 1999, this is the second time that the SAM/SPG Sustainability Leadership Award, which acknowledges personal excellence in implementing the principles of sustainability in the corporate sector, has gone to a leader as well as to a pioneer. The jury has singled out Lars Rebien Sørensen, Chairman and CEO of Novo Nordisk, as a personality who, during his years at the helm of this internationally active pharmaceutical and biotechnology company, has been highly successful in incorporating sustainability principles into the business. The Pioneer Award went to Bob Welsh, CEO of the Australian pension fund VicSuper. The pension fund for the federal state of Victoria plays a leading role in actively implementing sustainability as an investment style. A total of 33 candidates were nominated for this year's award.

Leader Award:

This year's Leader Award went to Lars Rebien Sørensen, Chairman and CEO of Novo Nordisk. Based in Denmark, this international pharmaceutical and biotechnology company employs approx. 21'000 people worldwide and generates annual sales of approx. CHF 6 billion. Since 1999 Novo Nordisk has managed to increase its earnings per share by more than 21% p.a. For more than 10 years Novo Nordisk has concerned itself with corporate social responsibility and sustainability, in particular listening to the opinions of different lobby groups. As a world leader in diabetes care, Novo Nordisk understands the challenges facing healthcare companies that are involved in treating chronic diseases which are very much in the global spotlight. Through concrete partnerships and fair pricing models in the world's poorest 49 countries, Novo Nordisk has successfully contributed to sustainable diabetes healthcare.

Since joining the company in 1982, Lars Rebien Sørensen has worked for Novo Nordisk in many different countries. He has been Chairman and CEO of the Danish company since November 2000 and was instrumental in setting up the World Diabetes Foundation. The Foundation funds projects in developing countries to build local capacity and train healthcare professionals and patients in diabetes care. The World Diabetes Foundation has funded 45 projects to date and is dedicated to supporting prevention and treatment of diabetes in the developing world through the funding of sustainable projects in education, capacity building, distribution and procurement of essential drugs and monitoring. The World Diabetes Foundation strives to educate and advocate globally in an effort to create awareness, care and relief to those impacted by diabetes.

Pioneer Award:

Bob Welsh received the Pioneer Award for integrating sustainability principles into all the asset classes of the pension fund VicSuper. The public pension fund of the state of Victoria has around 200'000 members and manages assets worth CHF 3.3 billion. In Australia – the world's third biggest pension fund market – VicSuper plays an important pioneer role with regard to its sustainable investment strategy. Last year VicSuper was one of the first pension funds in the world to publish a comprehensive sustainability report. Since all Australian employees are free to choose their own pension fund as of July 2005, VicSuper's asset volumes are growing by about 30% p.a. on average, not least thanks to the fund's sustainable positioning.

Bob Welsh is the driving force behind VicSuper's long-term and sustainable performance. After taking over as Chief Executive of VicSuper in 1999, Bob Welsh realised that institutional investors play a vital role when it comes to sustainable development. The principle of sustainability was already fully integrated into the business strategy by the end of 2000. As well as considering sustainability criteria when making investment decisions, VicSuper also demonstrates its high level of commitment by actively exercising its voting rights in portfolio companies and is also involved in CO₂ projects as part of a long-term investment strategy.

Selection Criteria

The Sustainability Leadership Award presented at The Sustainability Leadership Forum has a prize worth CHF 50'000. It is an annual award sponsored by the independent asset manager SAM Sustainable Asset Management and the Sustainable Performance Group (SPG), an investment company quoted on the Swiss stock exchange, with the support of the World Business Council for Sustainable Development. The award goes to personalities that excel through their exceptional and proactive approach towards sustainability and their entrepreneurial success.

The 33 candidates nominated for the award were selected on the basis of the following criteria:

Leadership Award:

- Well-known personality working in the private sector
- Proven achievement in making sustainability work in business practice
- Role model in the field of sustainability
- Good communication potential

Pioneer Award

- Initial success in making sustainability work in business practice
- High degree of innovation in successfully completed projects
- Amplification potential

Previous Winners

- Antony Burgmans, Chairman, Unilever N.V., and Robin Cornelius, CEO, Switcher SA, 2004
- Tessa Tennant, founder of the Association for Sustainable and Responsible Investment in Asia, (ASrIA), 2003
- Michael Otto, Chairman, Otto, and José Maria Figueres Olsen, former Chairman, Costa Rica, 2002
- Ray C. Anderson, CEO Interface Inc., 2001

Selection Committee (jury)

- Professor Meinrad K. Eberle, former Director, Paul Scherrer Institute, Villigen, Switzerland
- Beat Curti, B. Curti Holding, Künsnacht, Switzerland
- Susan Davis, President, Capital Missions Company, Elkhorn, WI, USA
- Ashok Khosla, President, Development Alternatives, Inc., New Delhi, India
- Barbara Kux, Chief Procurement Officer, Royal Philips Electronics, Germany
- Björn Stigson, President, World Business Council for Sustainable Development, Geneva, Switzerland

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SAM Sustainable Asset Management (www.sam-group.com) is an independent asset management company specialising in sustainability investments. Its clientele includes banks, insurance companies, pension funds, foundations and private clients. Together with Dow Jones Indexes and STOXX, SAM has launched a family of sustainability indexes to track the performance of companies that are industry leaders in terms of sustainability.

Sustainable Performance Group (SPG) (www.sustainable.ch) is an investment company focused on sustainability investments. It was founded in Zurich in 1997. The prime objective of Sustainable Performance Group (SPG) is to generate above-average shareholder value over the long term. SPG invests in small and medium-sized companies whose innovative products and services give them a competitive advantage. The focus here is on sustainability themes, such as energy, water, mobility, healthy living and materials.

The World Business Council for Sustainable Development (www.wbcsd.org) is a coalition of 175 international companies united by a shared commitment to sustainable development via the three pillars of economic growth, ecological balance and social progress. Its members are drawn from more than 35 countries and 20 major industrial sectors.
