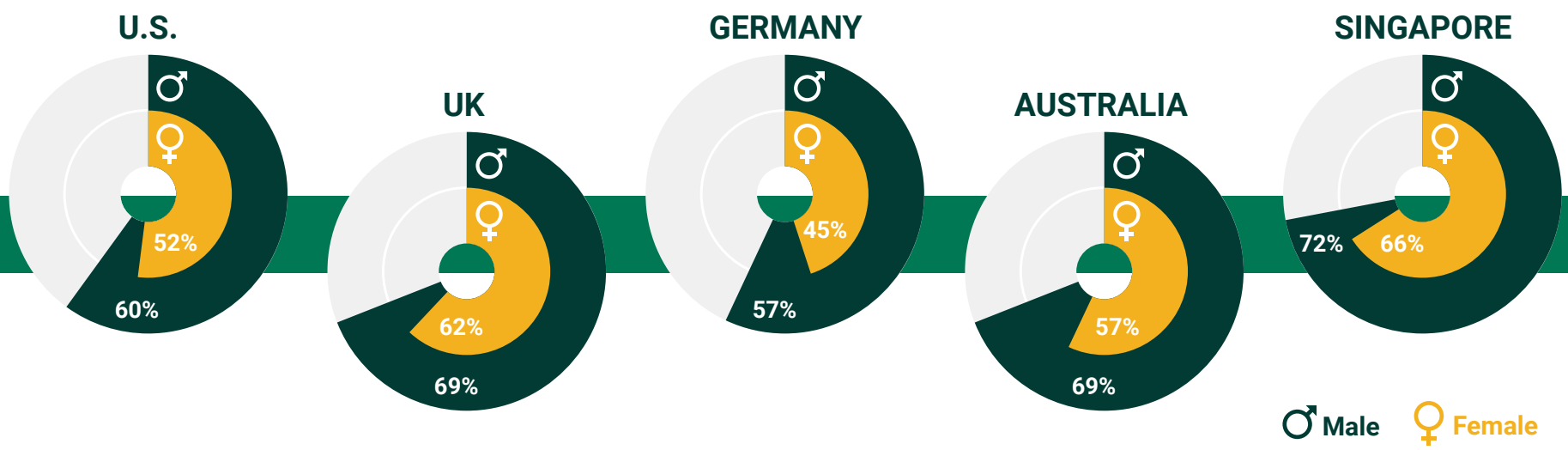
American Century Investments®

A GENDER GAP PERSISTS

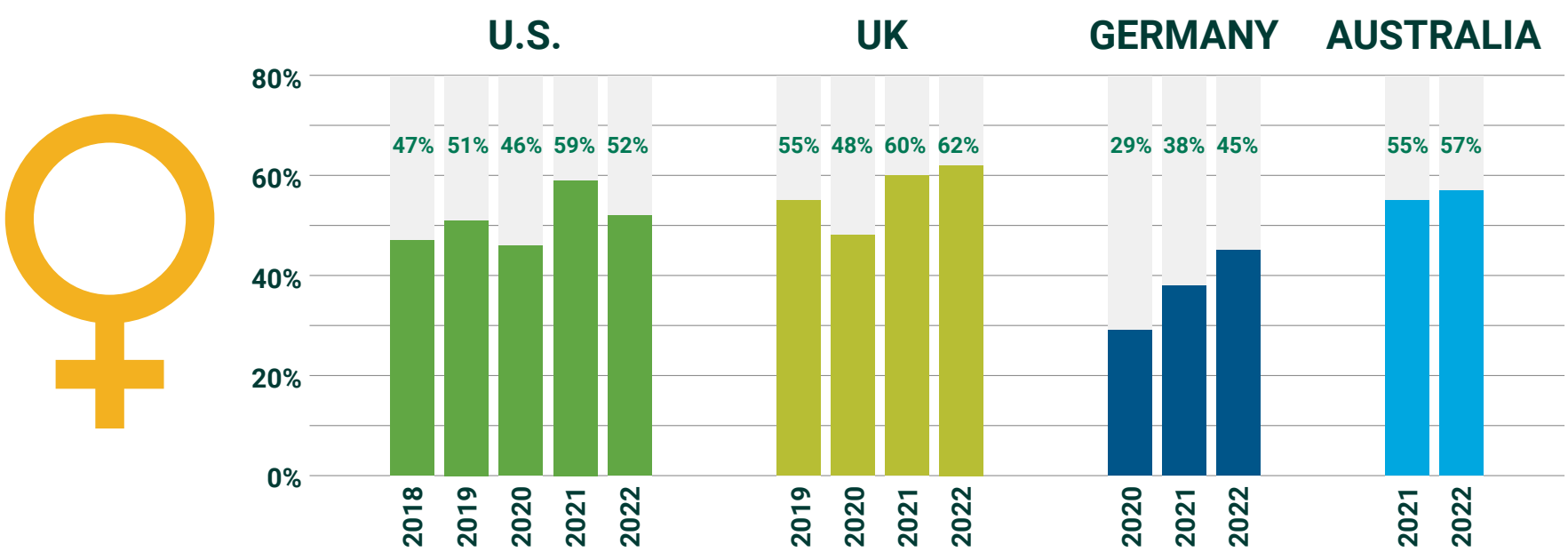
Men's growing interest in impact investing matches and outpaces women's.

GENDER GAP

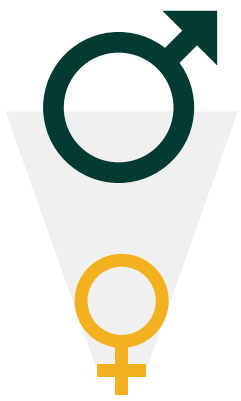
As it has been each year since 2018,
men's interest in impact investing is higher than women's across all countries.



Still, **more women are reporting they find impact investing appealing** than in prior years.



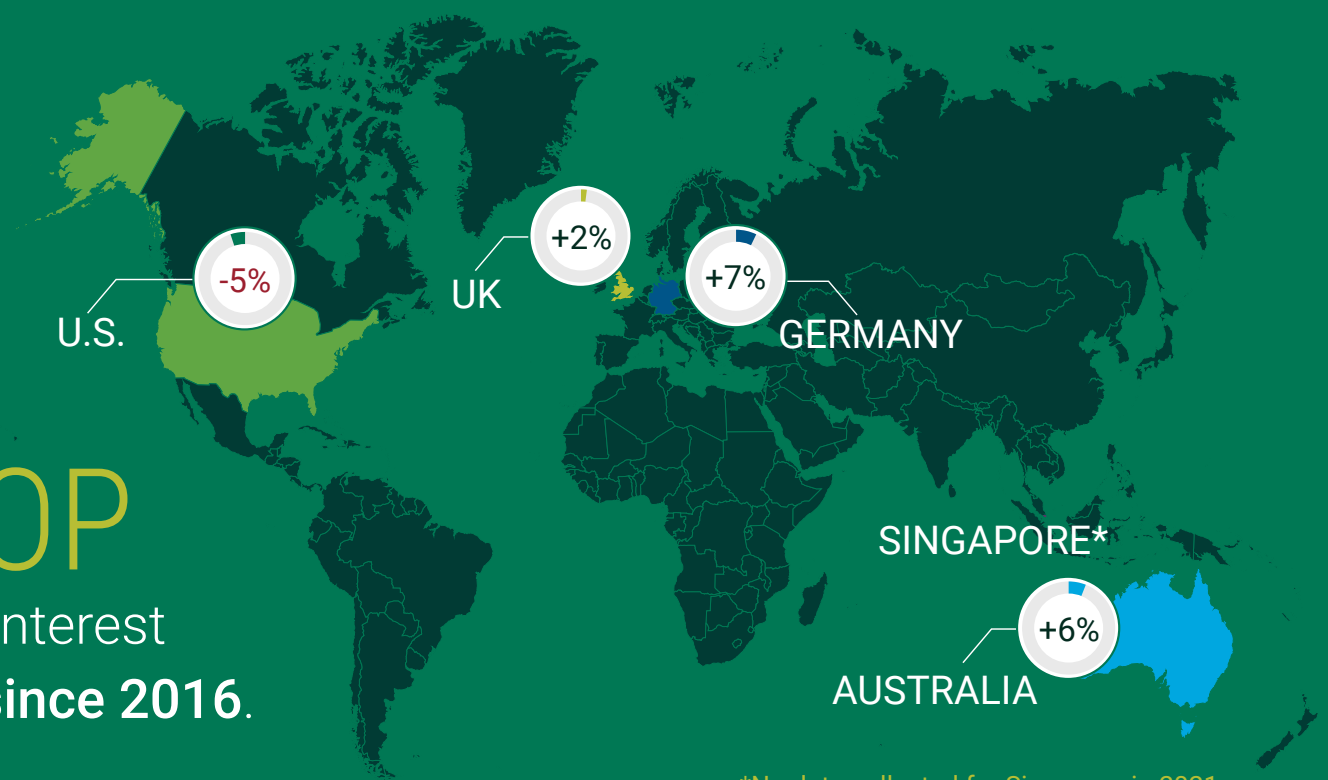
BUT **THE GENDER GAP PERSISTS**, AND IN SOME CASES, GROWS.



	U.S.	UK	GERMANY	AUSTRALIA
2018	5%	No data collected	No data collected	No data collected
2019	10%	8%	No data collected	No data collected
2020	11%	0%	11%	No data collected
2021	4%	6%	12%	5%
2022	8%	7%	12%	12%

GEOGRAPHIC TRENDS

THE INTEREST IN IMPACT INVESTING ROSE SINCE 2021, EXCEPT IN THE U.S.

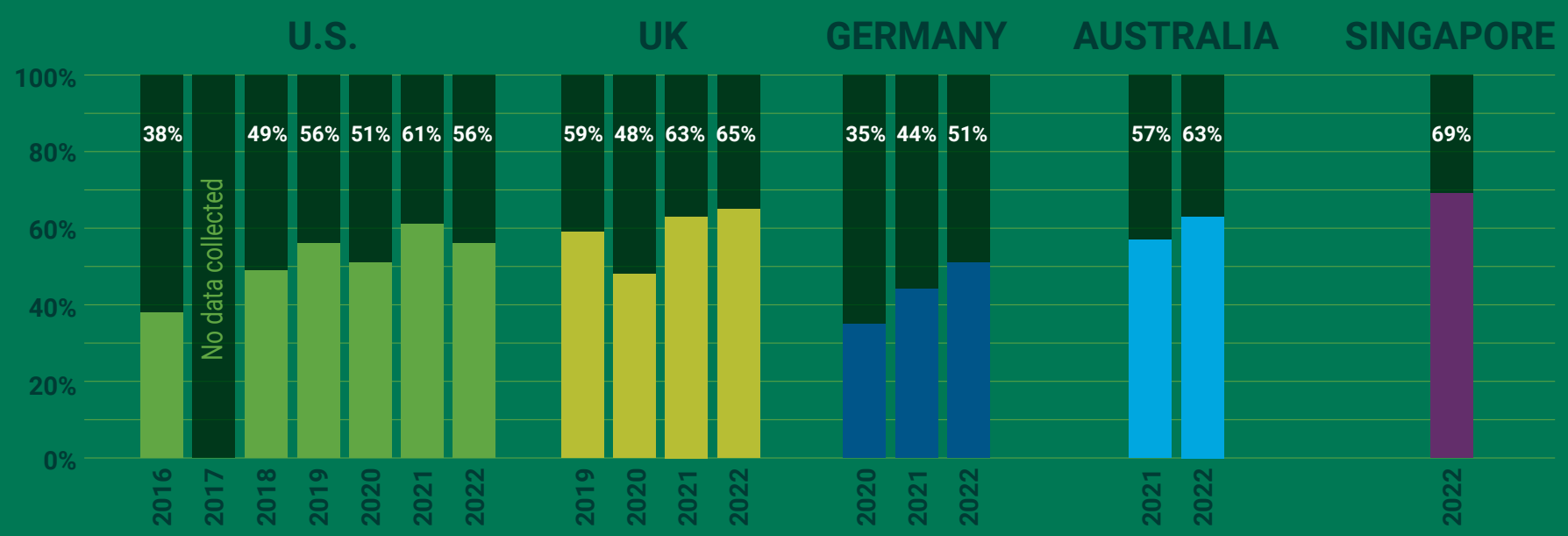


The U.S. had a

5% DROP

since 2021 but interest has **increased since 2016**.

*No data collected for Singapore in 2021



Singapore shows the strongest level of

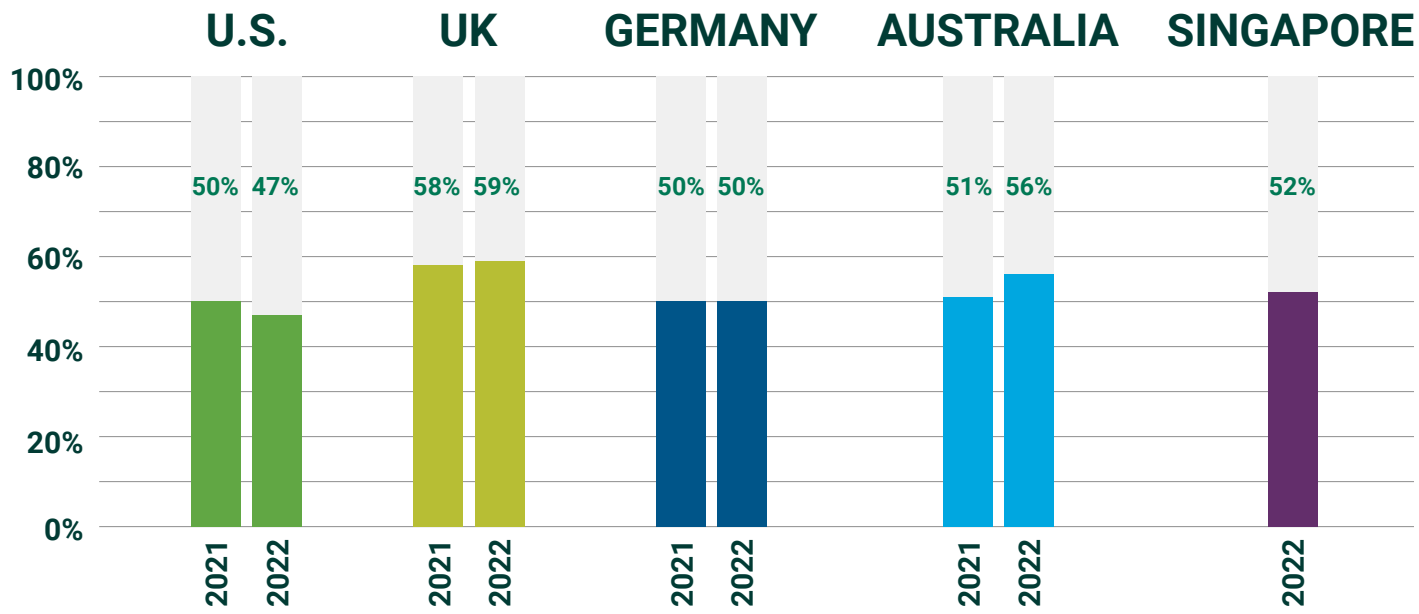
appeal (69%) among the other countries.

GREENWASHING EFFECT

IN THE U.S. THERE WAS A SLIGHT DECLINE ON WHETHER GREENWASHING HAS INCREASED.

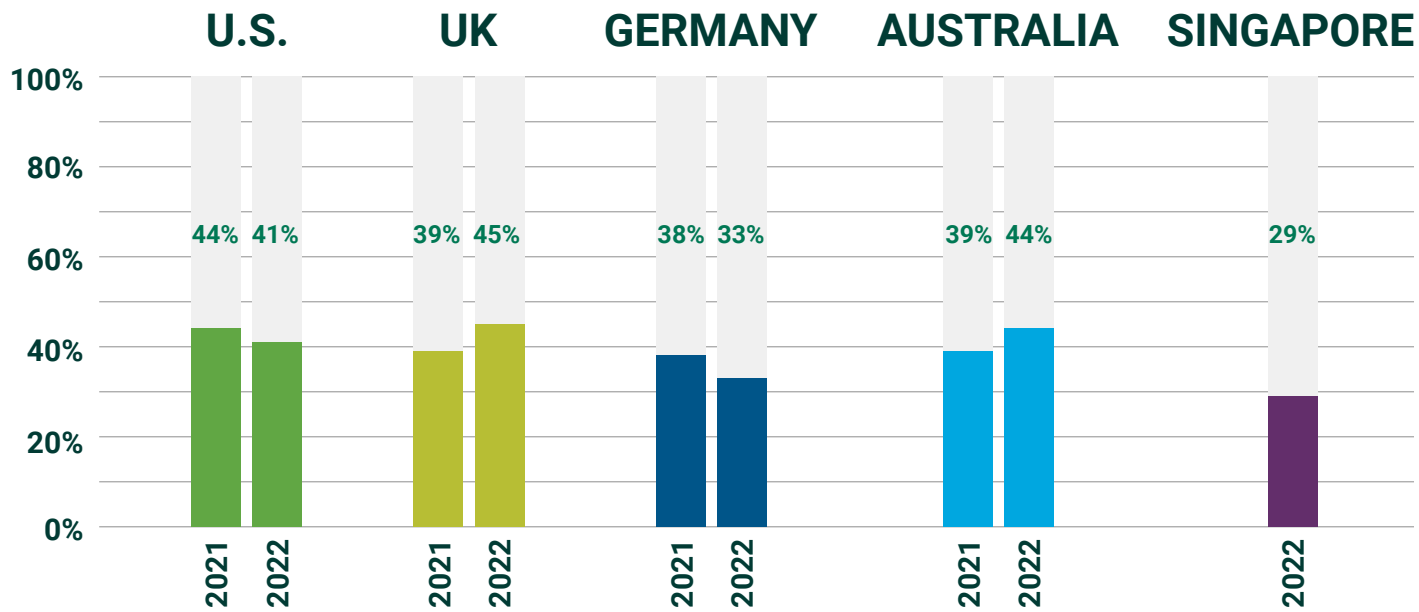
Has greenwashing increased?

YES



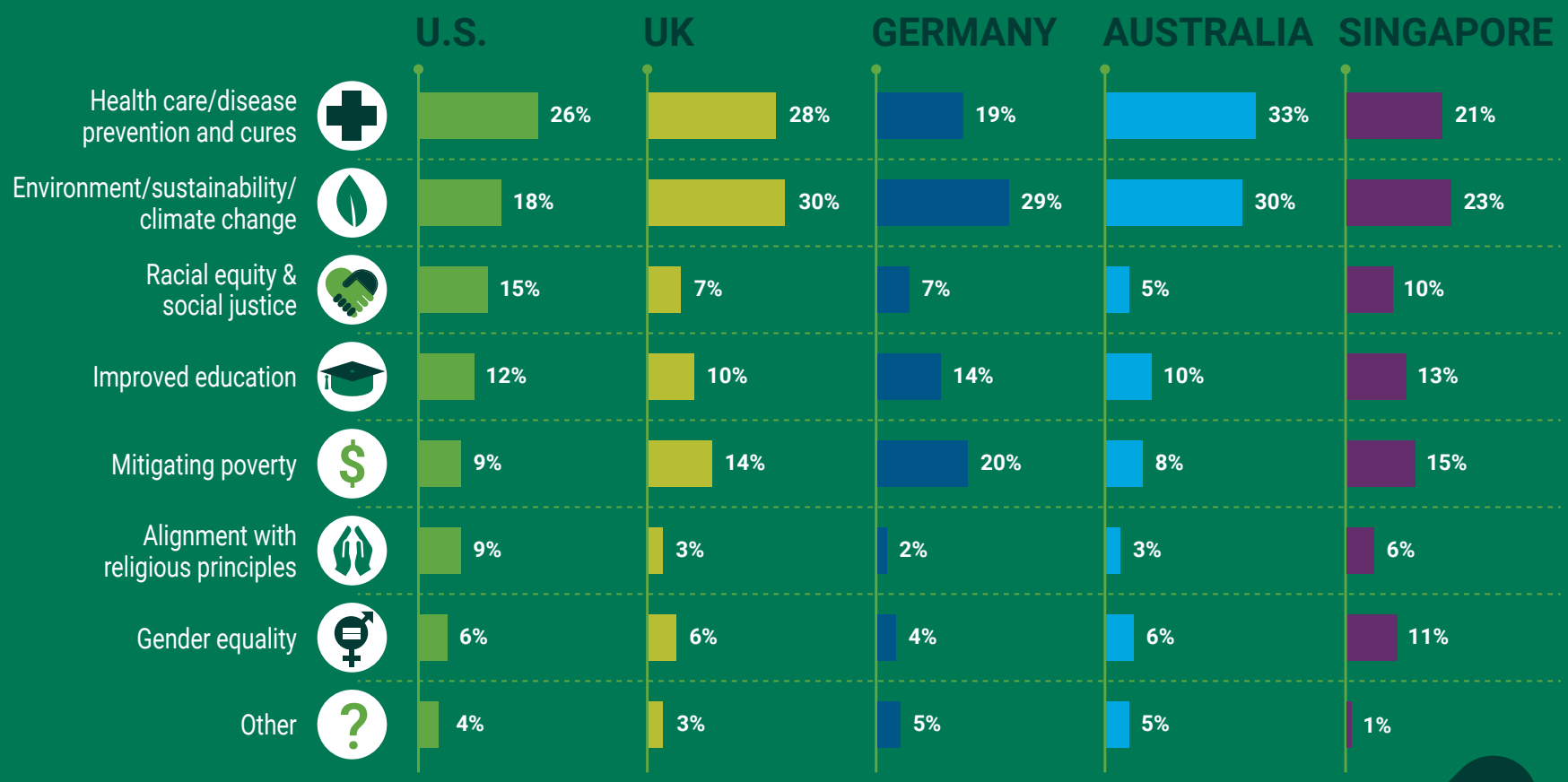
Is greenwashing influencing your interest in impact investing?

NO



2022 TOP CONCERNS

FOR THE SIXTH CONSECUTIVE SURVEY, HEALTH CARE IS THE CAUSE THAT MATTERS THE MOST IN THE U.S.



Health care and disease prevention and cures
remains a top cause globally.

MANAGING MONEY, MAKING AN IMPACT

American Century has a direct impact on global health and well-being through its relationship with the Stowers Institute for Medical Research, its controlling owner.

Through a unique ownership structure, American Century distributes over

40% OF ITS PROFITS

to ensure the ongoing support of innovative medical research.

Since 2000, American Century has directed

NEARLY $2 BILLION

to the Stowers Institute.

SEE FULL RESULTS

Greenwashing – Greenwashing is the process of conveying a false impression or misleading information about how a company's products are environmentally sound.

Sustainability – Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. There are many different approaches to Sustainability, with motives varying from positive societal impact, to wanting to achieve competitive financial results, or both. Methods of sustainable investing include active share ownership, integration of ESG factors, thematic investing, impact investing and exclusion among others.

Impact investing is financial investments designed to have a positive impact on society, while providing potential long-term returns. The 2022 survey was conducted among a representative sample of 1,007 U.S. adults, 1,004 UK adults, 1,003 adults in Germany, 1,005 adults in Australia and 1,002 adults in Singapore 18 years of age and older from December 12-14, 2022, in the U.S. and December 9–14, 2022 internationally. The study was fielded using Big Village's Online CARAVAN Omnibus Survey. The results from the survey were weighted by age, sex, geographic region, race and education to ensure reliable and accurate representation of the adult U.S., UK, Germany, Singapore and Australia populations.

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