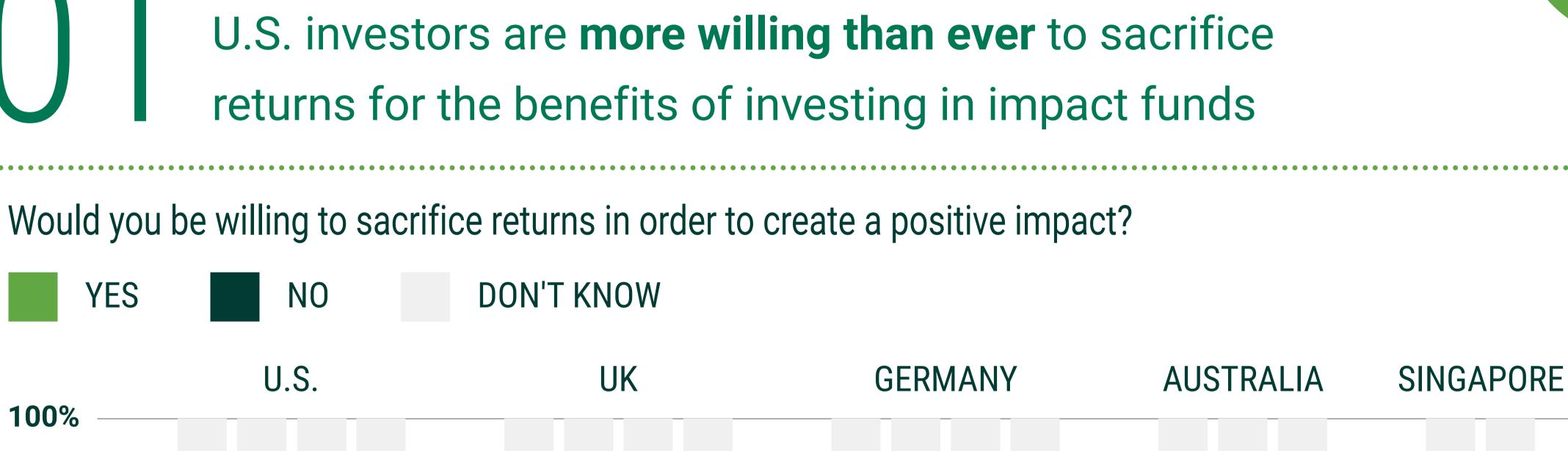
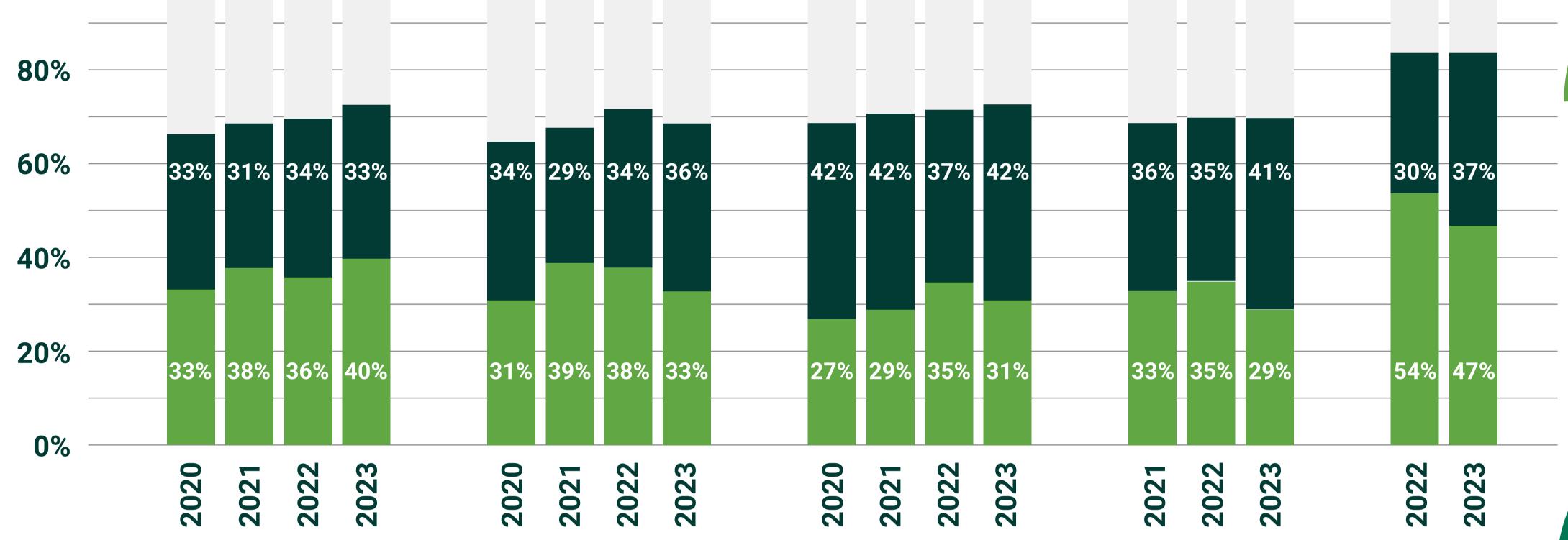


Study shows market conditions affect impact investors

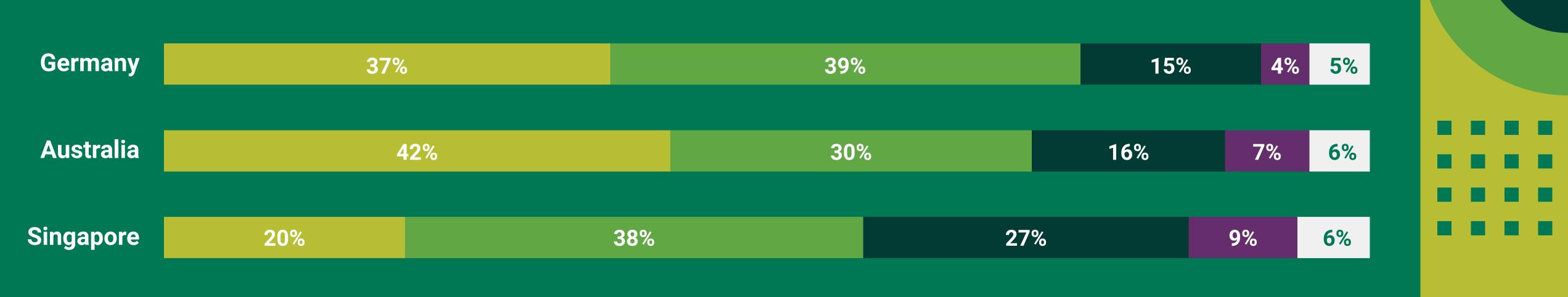
AS APPEAL DECLINES, IMPACT INVESTORS ARE WILLING TO GIVE UP SOME RETURNS, BUT NOT A LOT

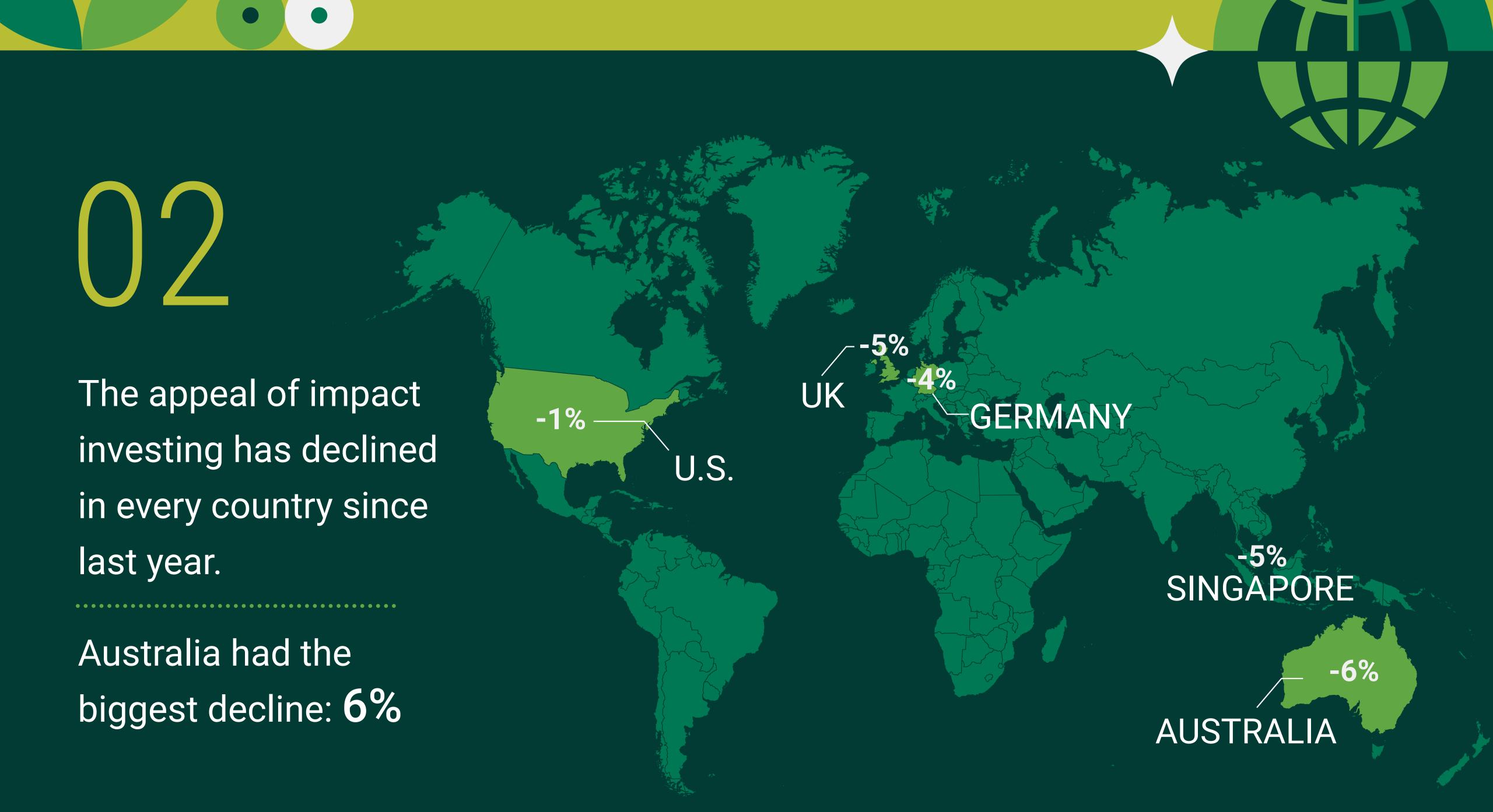


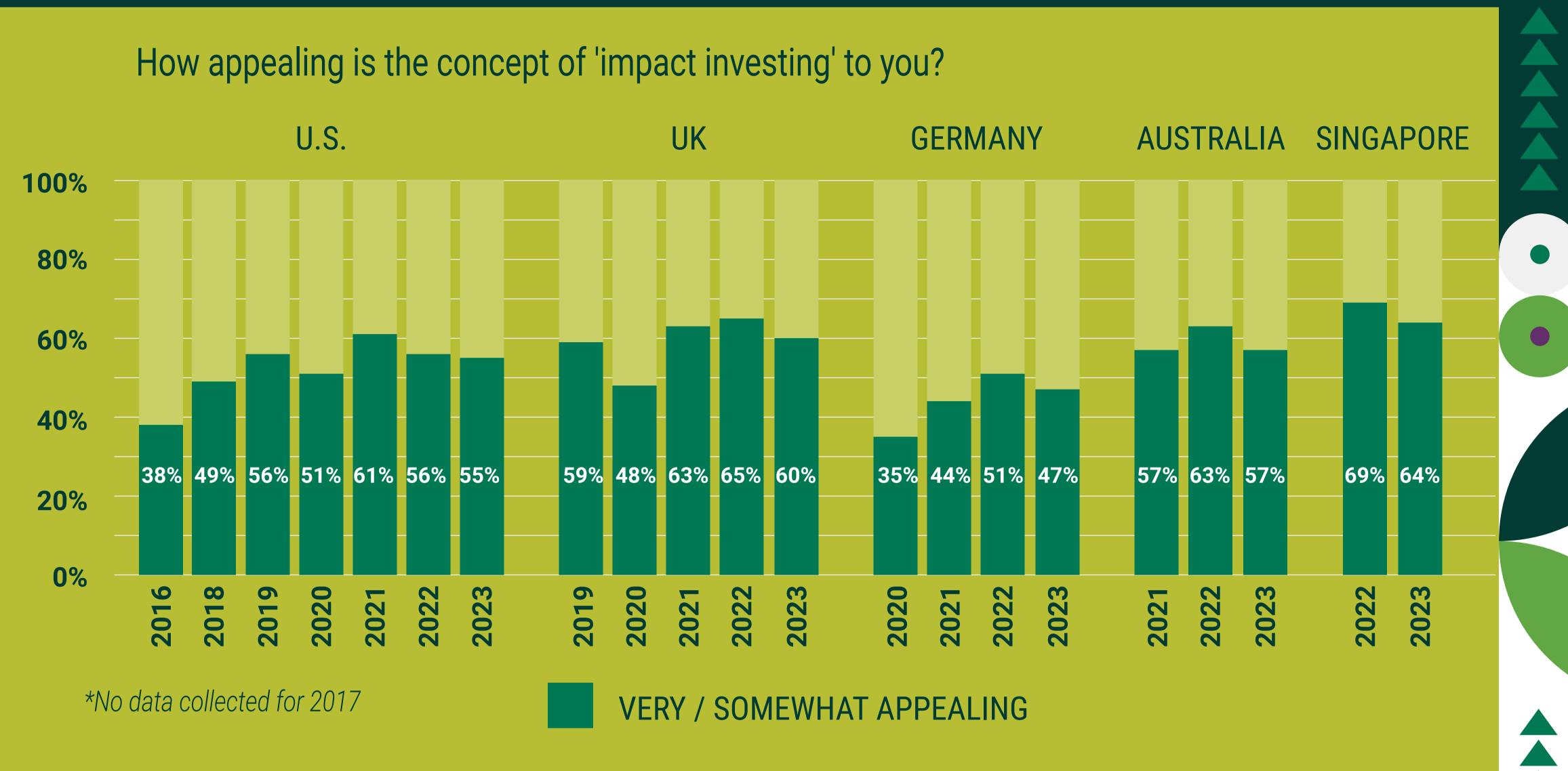


67% of impact investors surveyed are willing to sacrifice up to 10%

What percentage of your returns are you willing to sacrifice in order to create a positive impact? DON'T KNOW 1-5% 6-10% 11-15% <16% U.S. 23% 22% 7% 37% 11% UK 14% 5% 7% 29% **45%**





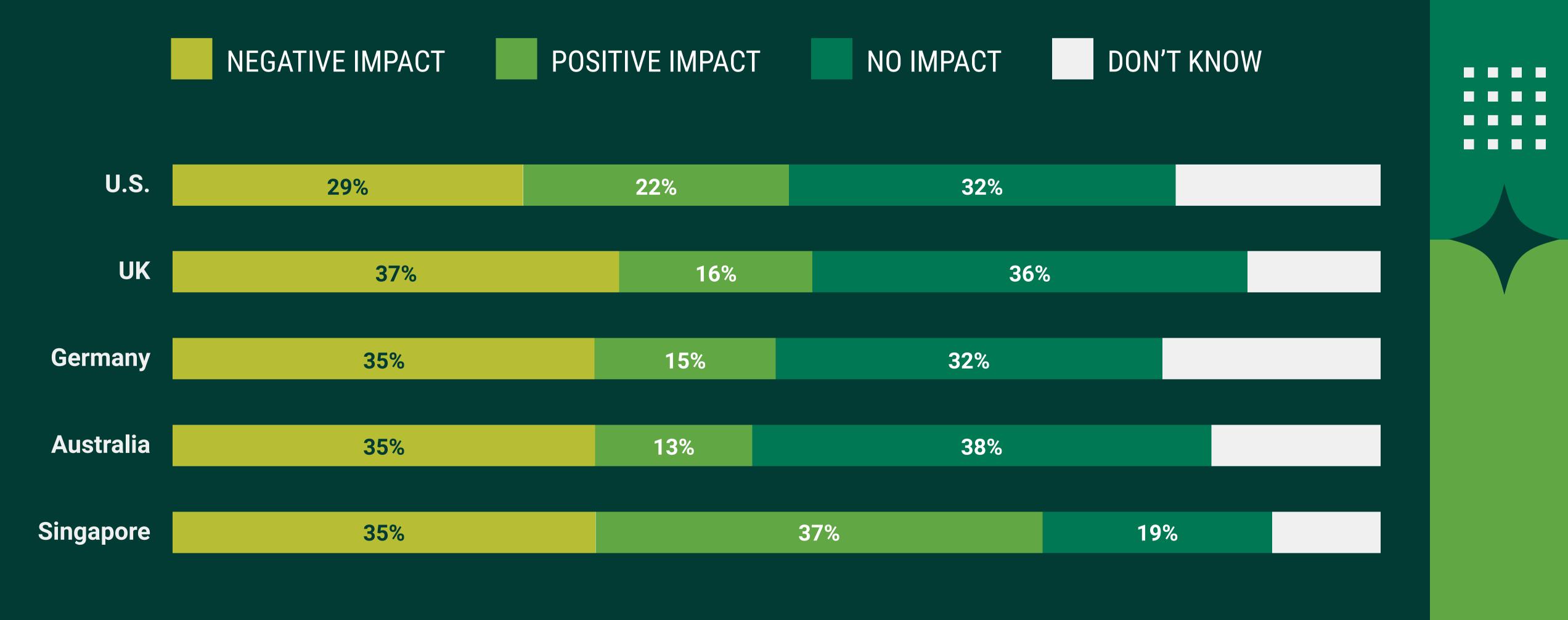


Market conditions have a negative impact on the willingness to allocate to impact investing for roughly **3 in 10 investors**

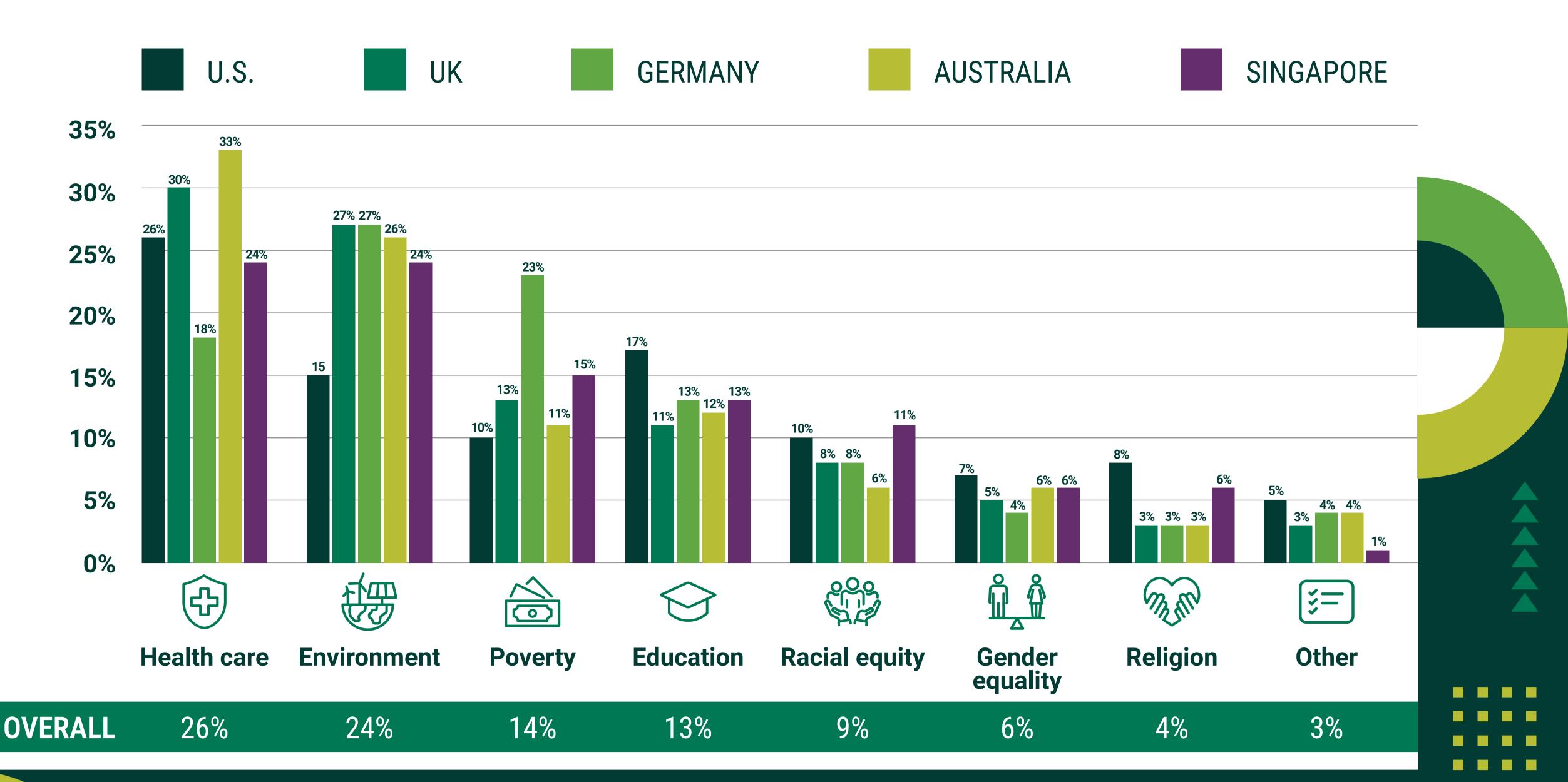
What impact, if at all, has the current market environment (i.e., rising inflation, geopolitical tensions) had on your willingness to allocate to impact investing?

Health care and environment

continue to be top causes globally.



2023 TOP CAUSES



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 OVER \$2 BILLION

to the Stowers Institute.

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 2023 survey was conducted among a representative sample of 1,004 U.S. adults, 1,001 UK adults, 1,005 adults in Germany, 1,003 adults in Australia and 1,005 adults in Singapore 18 years of age and older from Dec. 5-11, 2023 internationally and Dec. 6-8 2023 in the U.S. The study was fielded using Big Village's Online CARAVAN Omnibus Survey. The results from the survey were weighted by age, sex, and geographic region to ensure reliable and accurate representation of the adults in U.S., UK, Germany, Singapore and Australia populations.

