



Blue Marble Capital
Management Limited

investing in a sustainable world today
for the generations of tomorrow

Sustainable / Socially Responsible Investing

The Myths and the Realities



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Trevor Giles CMA CFA - Who is this guy?

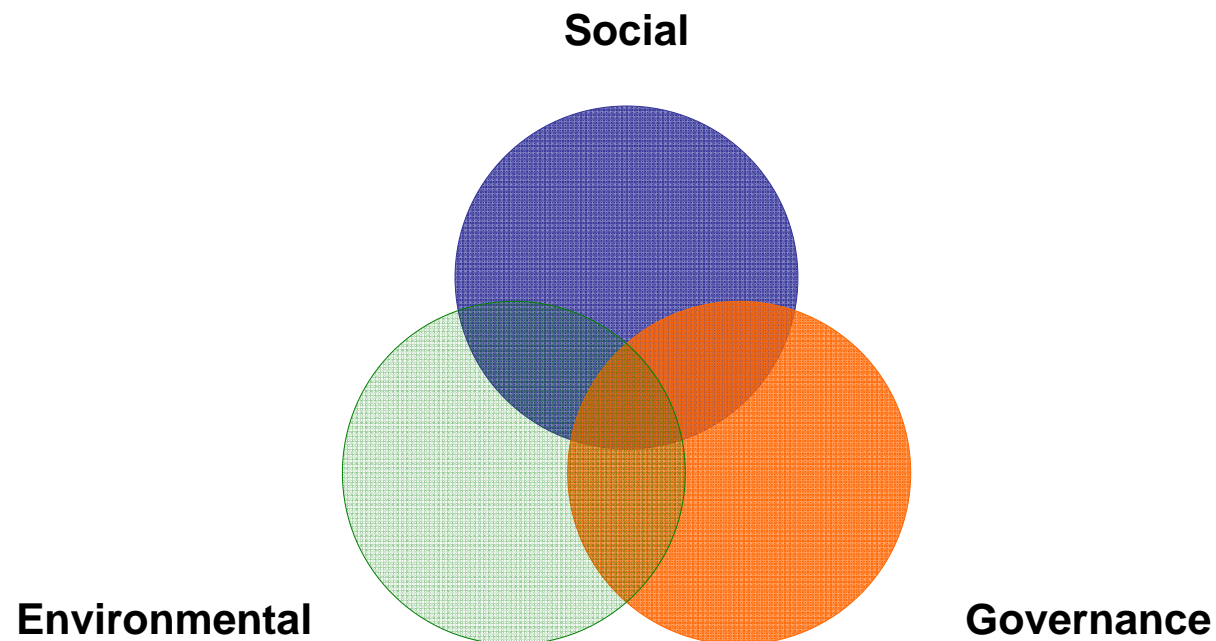
- Wood Gundy - Foreign Bond Desk Manager
 - 250 mm foreign bond portfolio
 - 750 mm bond optimization project
- Westcap Mgt. Ltd. – Executive VP Investments
 - 165 mm Venture Capital and Private Equity
- BMCML – Managing Director
 - Private Clients and Carbon Alternative Fund LP
 - Sustainable / Socially Responsible Investing



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Socially Responsible Investment (SRI)

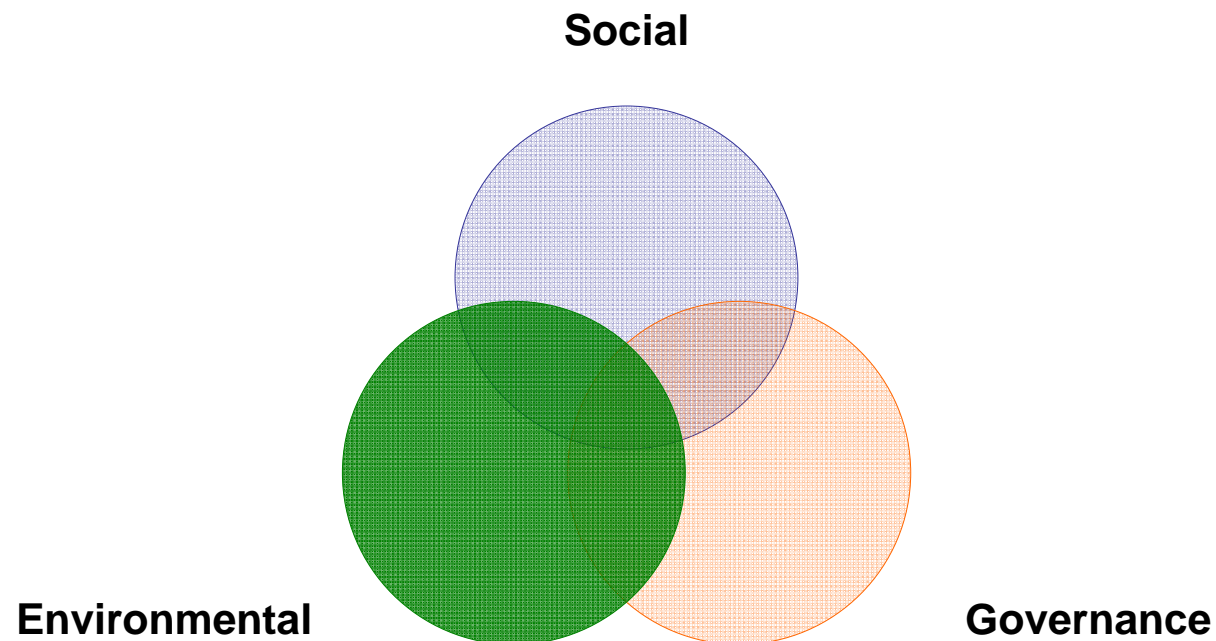




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Sustainable Investing (SI)

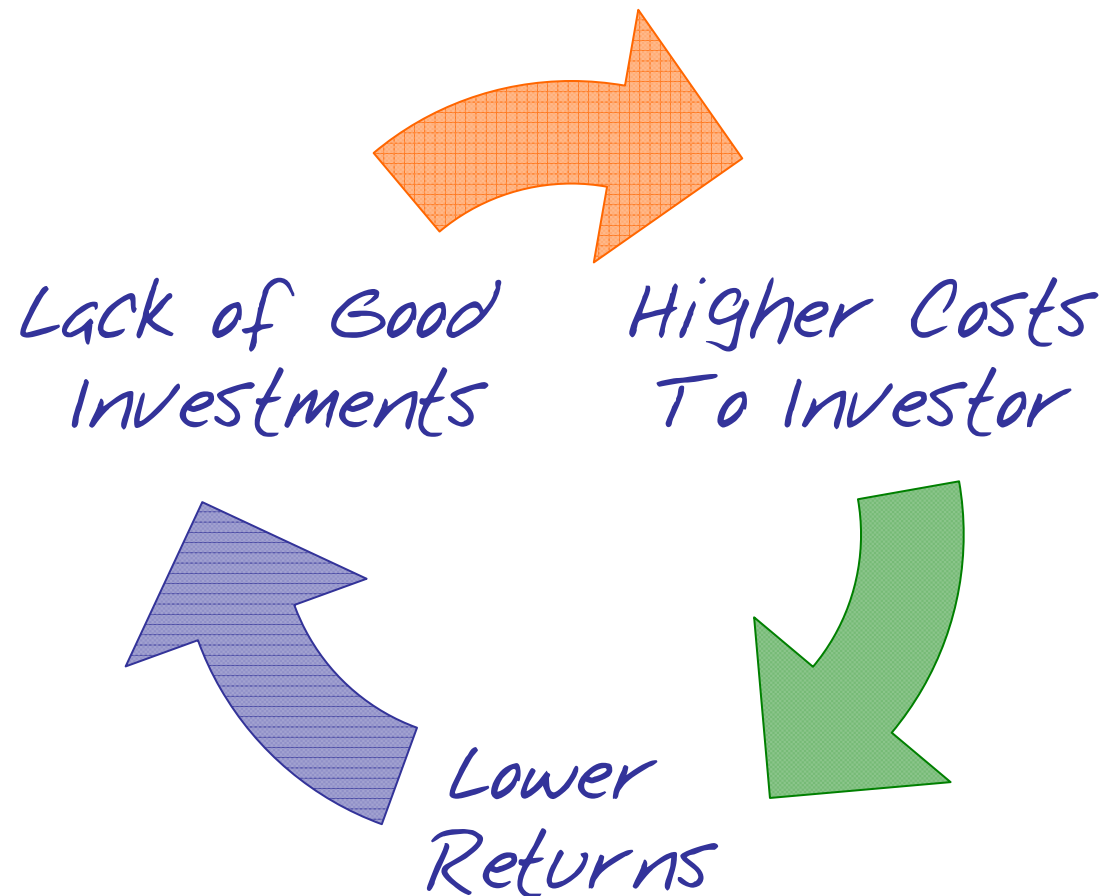




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The Myths





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Milton Friedman on SRI

“Few trends would so thoroughly undermine the very foundations of our free society as the acceptance by corporate officials of a social responsibility other than to make as much money for their stockholders as they possibly can.”



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Myth 1: Lack of Good Investments

*ESG screens eliminate
too many companies.*

*Ones left somehow
disadvantaged.*



The Reality: Plenty of Good Fish in the Sea

- About 11,000 firms worldwide considered small cap to Large cap
- If only 20% meet ESG criteria then 2,200 to choose from
- Most portfolios have 20 to 100 companies
- Relative ESG performance based selection
- Bottom line: Plenty of good choices



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Myth 2: Higher Costs

*ESG research and
investment management
costs higher due to
extra effort involved.*



The Reality: Costs Are Comparable

- 20 years ago costs may have been higher
- Internet has changed this
- Many services to choose from
 - EIRIS, Sustainalytics, Riskmetrics
 - Cover thousands of firms
- Costs typically borne by investment manager
- Broker research increasing in this area
- TERs comparable across most asset classes



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Myth 3: Lower Returns

Environmental
Compliance

Governance
measures

SI - SRI
investors
must "give
up" return
for virtuous
investment

Labour
Practices

Corporate
Social
Responsibility



The Reality: Comparable Returns

- Stronger companies can better afford SI / SRI initiatives
- Better overall risk management
- Better acceptance by public
- Lower costs of compliance (fines etc)
- What are the costs of Bhopal, Enron, Worldcom, and the Exxon Valdez type incidents?
- Studies (10 positive, 7 neutral, 3 negative)

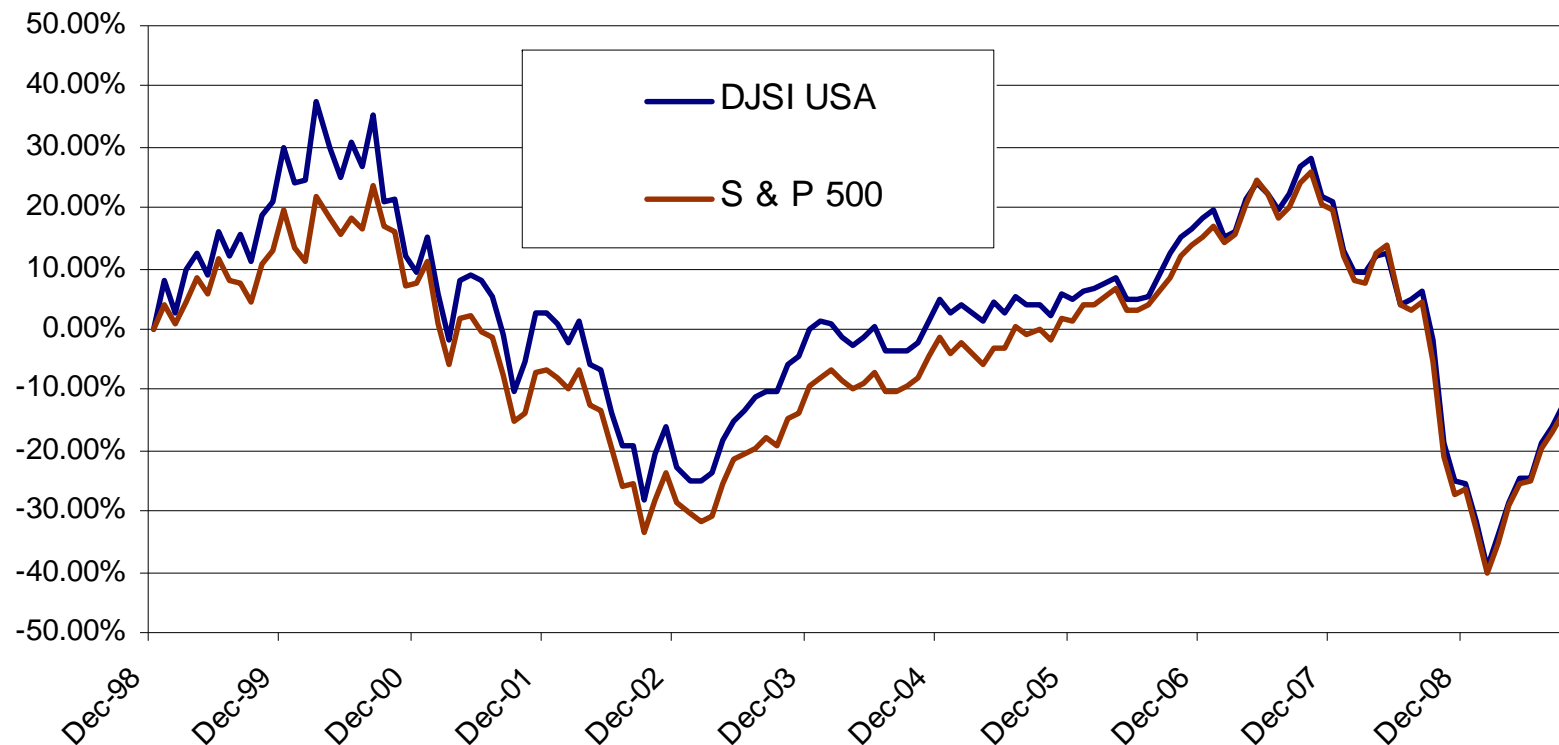


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The Reality: Comparable Returns

DJSI USA Cumulative Performance as of September 30, 2009



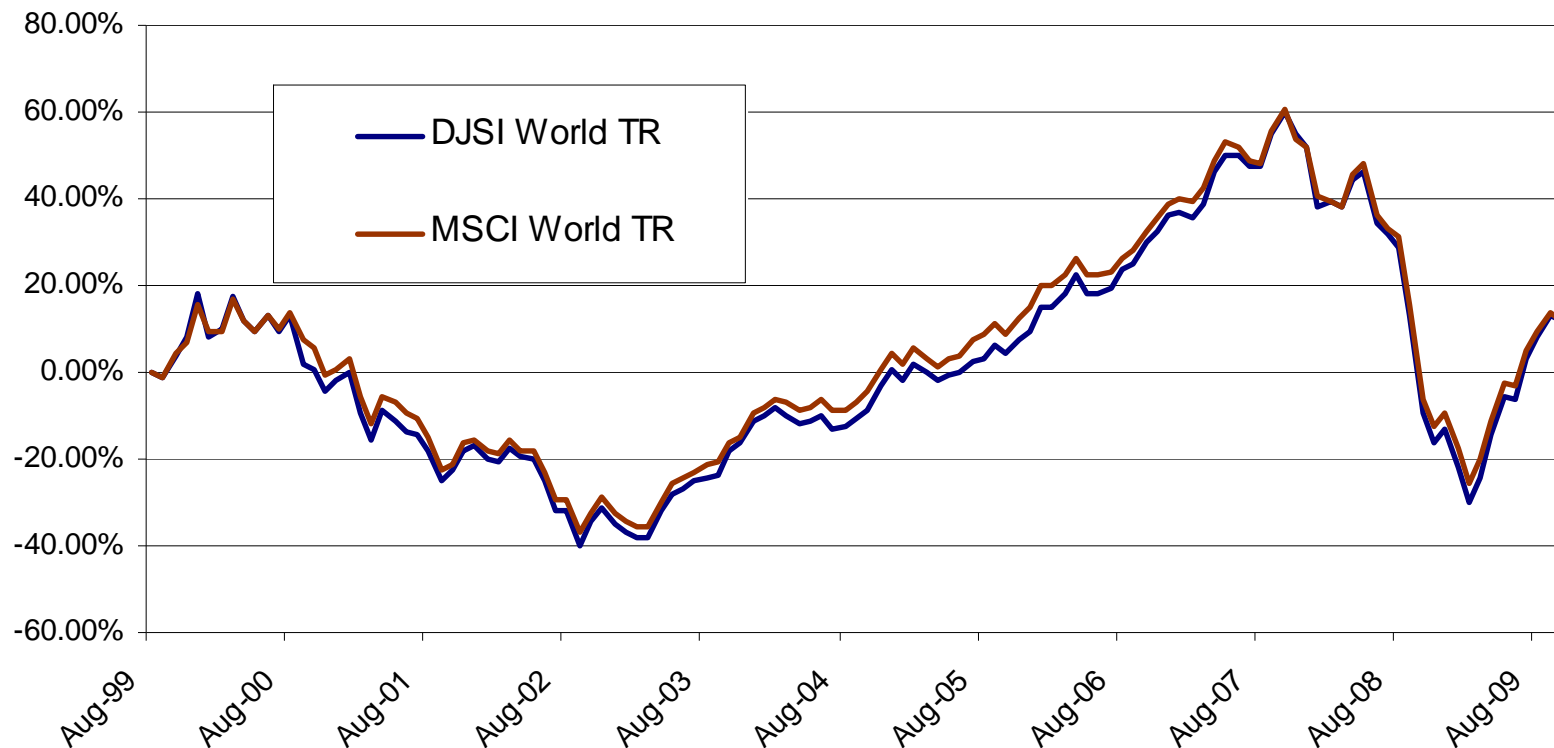


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The Reality: Comparable Returns

DJSI World Cumulative Performance as of September 30, 2009



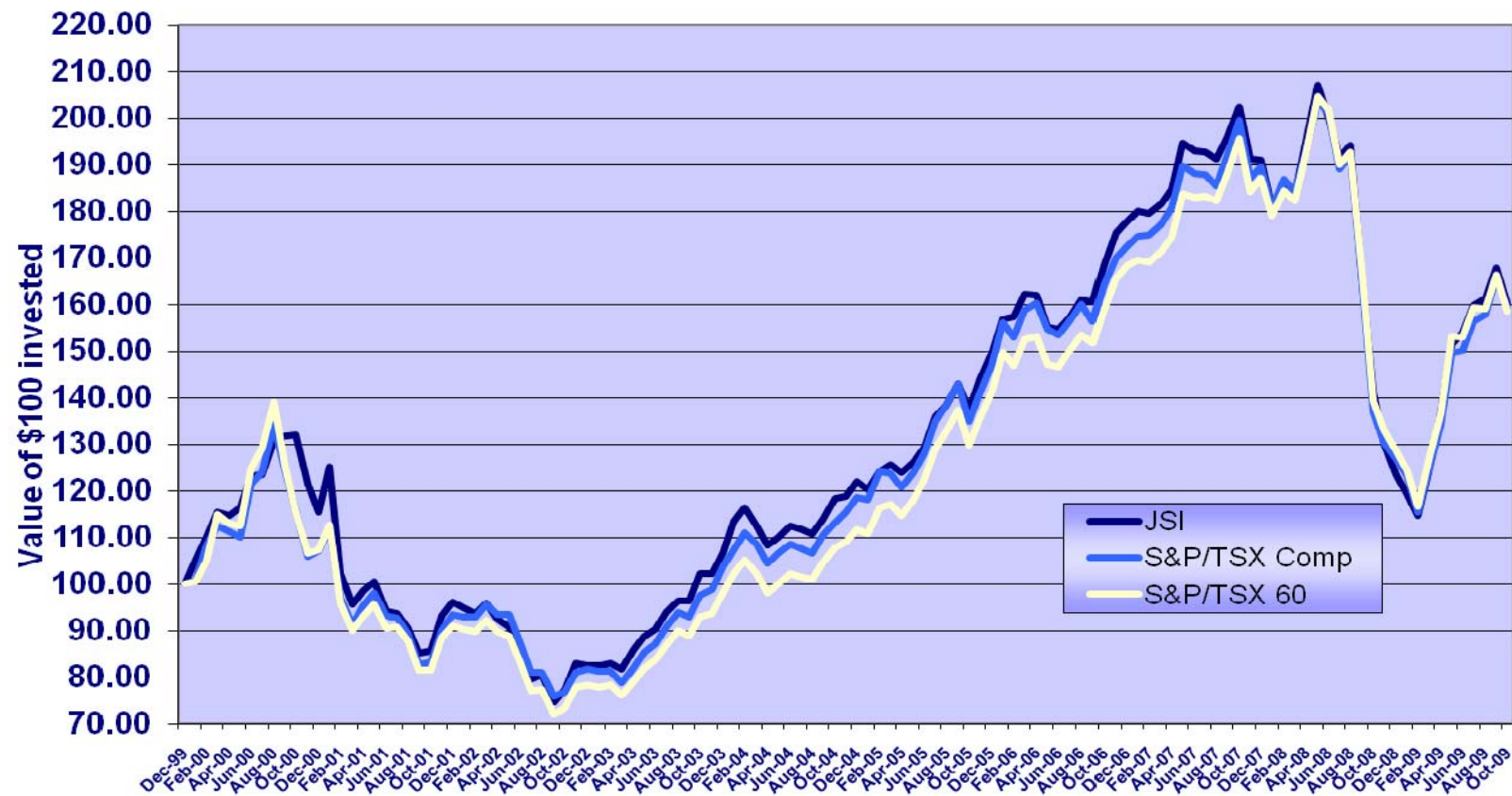


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The Reality: Comparable Returns

Comparative Returns: December 1999 - October 2009





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Conclusions

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Company Staff

- Trevor Giles CMA CFA FCSI
 - Managing Director and Founder
 - 20 years investment experience
- Sandra Babin CIM
 - Associate Portfolio Manager
 - 12 years investment experience
- Ainsley Mackie BA
 - Associate
 - 4 years banking experience



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Blue Marble Capital Management Limited

- Established February 2000
- Discretionary Investment Manager
- Serve individual and small institutional investors
- Proprietary ESGC Investing™ method
- Signatory UN PRI and CDP
- Sustainable / Socially Responsible Investment