



## **RepRisk releases “RepRisk 2012”, a new version of its online environmental, social and governance (ESG) risk tool for Multinationals**

Zurich, November 29, 2011 - RepRisk AG is pleased to announce the release of “RepRisk 2012”, the first enterprise edition of its reputation risk management tool. This software as a service (SaaS) application, previously only provided to financial institutions, can be used to proactively monitor environmental, social and governance (ESG) risk exposure for multinational corporations, sectors or countries.

By capturing negative sentiment on ESG issues from a broad range of stakeholders, RepRisk’s business intelligence provides global industry leaders with insight on controversial practices related to companies, projects, countries and industries. The RepRisk tool can be used to track suppliers, partners, competitors, clients and affiliates through the creation of ‘watchlists’ and instant notifications related to these via an email alert service.

The new version of RepRisk allows clients to follow scandals or major controversies and filter for topics such as pornography, gambling, child labor, fraud, cluster munitions and tobacco. This can be used to ensure conformity with stock exchange and investor policies. Risk life-cycle management through the integration of such business intelligence into a company’s decision making processes has become best practice.

*“With the global impact of social and online media providing rapid dissemination of information, senior executives know that they can no longer afford to ignore what their stakeholders are saying”* said Dr. Philipp Aeby, CEO at RepRisk. *“The increasingly difficult economic climate, together with the impacts of new legislation such as the UK Bribery Act, means that it is now a business imperative to put an early warning system in place. This will ensure sustainable access to capital, and help multinationals to secure and protect license to operate”.*

With the global slowdown, companies and governments of all sizes are examining how their business leaders can step up to the challenge of protecting corporate reputation, mitigating reputational risk, demonstrating compliance and maintaining market share.

### **About RepRisk**

RepRisk is the leading provider of dynamic business intelligence on environmental social and governance risks. Our analysts focus on monitoring issues meaning that RepRisk’s business intelligence allows you to identify and assess the environmental, social and governance issues, which may present financial, reputational, and ethical risks across an unlimited universe of companies and projects. It can be used by Boards of Companies, Chief Executive Officers, Chief Risk Officers, Chief Investment Officers, Heads of Legal and Directors of Marketing for strategic risk management. Tactically, it can be used by investment professionals, financial institutions, public policy communications teams, supply chain managers, and compliance managers to manage and mitigate risk in their daily operations. The RepRisk application includes a variety of features enabling clients to monitor risk trends over time, create customized watch lists, tailor alert services, and more. The

RepRisk tool plays an integral role in financial risk management, enterprise reputation risk management and compliance with internal and international standards.

RepRisk covers all major business languages and its database currently includes over 20,000 companies, 4,500 projects, 3,500 NGOs and 3,000 governmental bodies. It is updated continuously and the number of entities is growing daily.

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