

Jupiter's positioning statement for the People Value Ecosystem Partnership

Jupiter Asset Management's commitment to the People Value Partnership, as part of Pensions for Purpose's Ecosystem Themes sustainability categorisation, reflects our ambition to drive meaningful change in how asset owners integrate diversity, equity and inclusion (DE&I) and broader people-related values into their investment strategies. Having already commissioned independent research through Pensions for Purpose to examine how asset owners embed DE&I within their governance structures, procurement decisions and investment allocations, Jupiter is now taking the next step to evolve this conversation further.

By partnering with Pensions for Purpose in this Ecosystem Partnership, Jupiter aims to:

- **Advance industry best practice:** through dedicated training, knowledge-sharing and practical implementation strategies for asset owners.
- **Broaden the scope of People Value:** develop DE&I to include themes such as health and wellbeing, Social Inequality, neurodiversity and intergenerational fairness.
- **Position Jupiter as a thought leader in this space:** reinforcing our expertise and commitment to responsible investment.

This work aligns with Jupiter's core investment philosophy, championed by our sustainable investing team, who actively integrate DE&I considerations into their portfolio decisions. Jupiter's leadership in this space is further underscored by CEO Matt Beesley's engagement, including his participation in our first Community Interest Group meeting.

Future research areas may explore how health and wellbeing intersects with investment decision-making, investigate DE&I considerations through the lens of ethnicity and disability and engage sceptics to understand industry resistance. Through this, Jupiter continues to shape the conversation, influencing policy and practice within the investment community.

Abbie Llewelyn-Waters, Lead Portfolio Manager of the Jupiter Global Leaders

Strategy said: "Embedding People Values into investment decisions supports our capital allocation to investment opportunities that offer long-term, sustainable returns. We see interesting relationship between strong human capital management and customer retention, supporting future growth. Through this partnership, we aim to provide asset owners with the insights and tools which contribute to a sustainable economy."

Matt Beesley, CEO, Jupiter said: "At Jupiter, we believe that sustainable investment strategies are essential to delivering long-term, diversified returns. Companies that integrate People Value – such as diversity, health, and social wellbeing – are better

equipped to navigate risks, attract talent, and drive financial performance. This partnership strengthens our ability to support asset owners in making investment decisions that not only generate strong returns but also leave a lasting positive impact on both people and the planet."

Survey results

1. To what extent do you prioritise diversity, equity and inclusion (DE&I) in your engagement and stewardship activities?

59% of respondents consider Diversity, Equity & Inclusion (DE&I) a high priority, while 29% somewhat prioritise it and 12% remain neutral. No respondents (0%) gave DE&I a "Not at all" or "Low priority".

2. When asked which themes should be included in our Ecosystem Partnership programme over the next three years, the responses were:

- Social inequality (88%)
- Ethnicity (76%)
- Health & wellbeing (65%)
- Neurodiversity (59%)
- Disability (53%)
- Intergenerational fairness (47%)

These results showcase asset owners' desire to widen the scope of people-related values beyond traditional DE&I considerations.

About the Respondents

The survey gathered insights from financial professionals overseeing or advising on an estimated £20.4tn in assets.

Respondent Breakdown:

- Asset Owners, trustees and investment consultants (56%)
- Asset Managers (15%)
- Regulators (4%)
- Professional services (19%)
- Data & Other (7%)