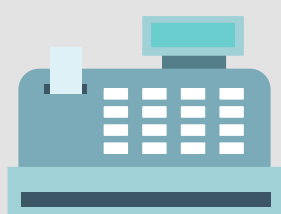


Ethics and Profitability



Ethical companies pay

94% less in EEOC fines



71% less

for consumer sales-terms violations

and have a

7%

higher

Return on Equity (ROE) (1)



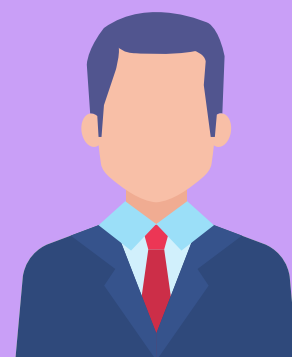
40%

of ethical companies make at least double the profits of their competitors

Nearly

9 in 10

employees who witnessed unethical behavior at work were distracted by it, reducing their productivity (2)



46%

of consumers stopped patronizing a company when they disagreed with its words or actions on a social issue (3)



Almost 2/3

of consumers choose to patronize a business based on its executives' actions, values and beliefs

55%

of consumers will pay more for products from companies that make positive social and environmental impacts (4)

Sources

1. JUST Capital Report

2. LRN Ethics Study

3. Accenture Strategy Survey

4. Nielsen Global Survey of Corporate Social Responsibility