

Press release

Globalance Footprint®: A “Google Earth” for One’s Wealth

- **Interactively visualising the impact of one’s own investments**
The Globalance Footprint shows investors the effect their investments have on the economy, environment and society as a whole.
- **Heightened transparency**
Non-financial risks and opportunities are depicted transparently in the portfolio.
- **Driving the paradigm change in private banking**
With its Footprint tool, Globalance Bank offers unparalleled insight into one’s portfolio holdings and makes a significant contribution to the paradigm change in private banking

Zurich, 26th May 2015 – As the world’s first financial institution to do so, Globalance Bank uses its proprietary Footprint to show clients the impact their investments have on the economy, society and environment. For investors, the Globalance Footprint accomplishes essentially the same as what Google Earth offers travellers. With this interactive Web application for PCs, tablets and smartphones, investors can take a virtual journey across their universe of securities holdings.

The Globalance Footprint helps to satisfy investors’ increasing need for transparency. With the launch of its proprietary Footprint, Globalance Bank has become the first institution in the global financial services industry to offer an interactive online tool that enables investors to visualise the effects their investments are having on the real world.

Making non-financial risks visible

Through systematic analyses of the economic, social and ecological performance of their various investments, clients gain a clearer picture of the non-financial risks and opportunities that their portfolio harbours.

Reto Rigger, founder and CEO of Globalance Bank, regarding the Globalance Footprint: “Frequently, ‘Oha’ is the reaction we hear when investors see for the first time what their portfolio actually contains. The previously unrecognised risks can be quite disconcerting. Today, the call for transparency in banking is loud indeed. With the Globalance Footprint, we afford precisely that in the area of financial investments.”

The new Footprint tool can be accessed at: [Globalance Footprint](#)

About Globalance Bank AG

Globalance Bank is an owner-run Swiss private bank and represents a paradigm change in banking. It advises private clients, families and foundations on how they can invest their assets for the long run, and this in a very special way: as the world's first bank to do so, Globalance shows clients the "footprint" of their wealth on the economy, society and the environment.

Globalance caters to the needs of private clients who wish to have their wealth generate not just tangible but also intangible rewards. In the best interest of its clients, Globalance is totally independent, develops no financial instruments of its own, and discloses its fees with complete transparency.

Please direct inquiries to:

Sonja Suter, Globalance Bank

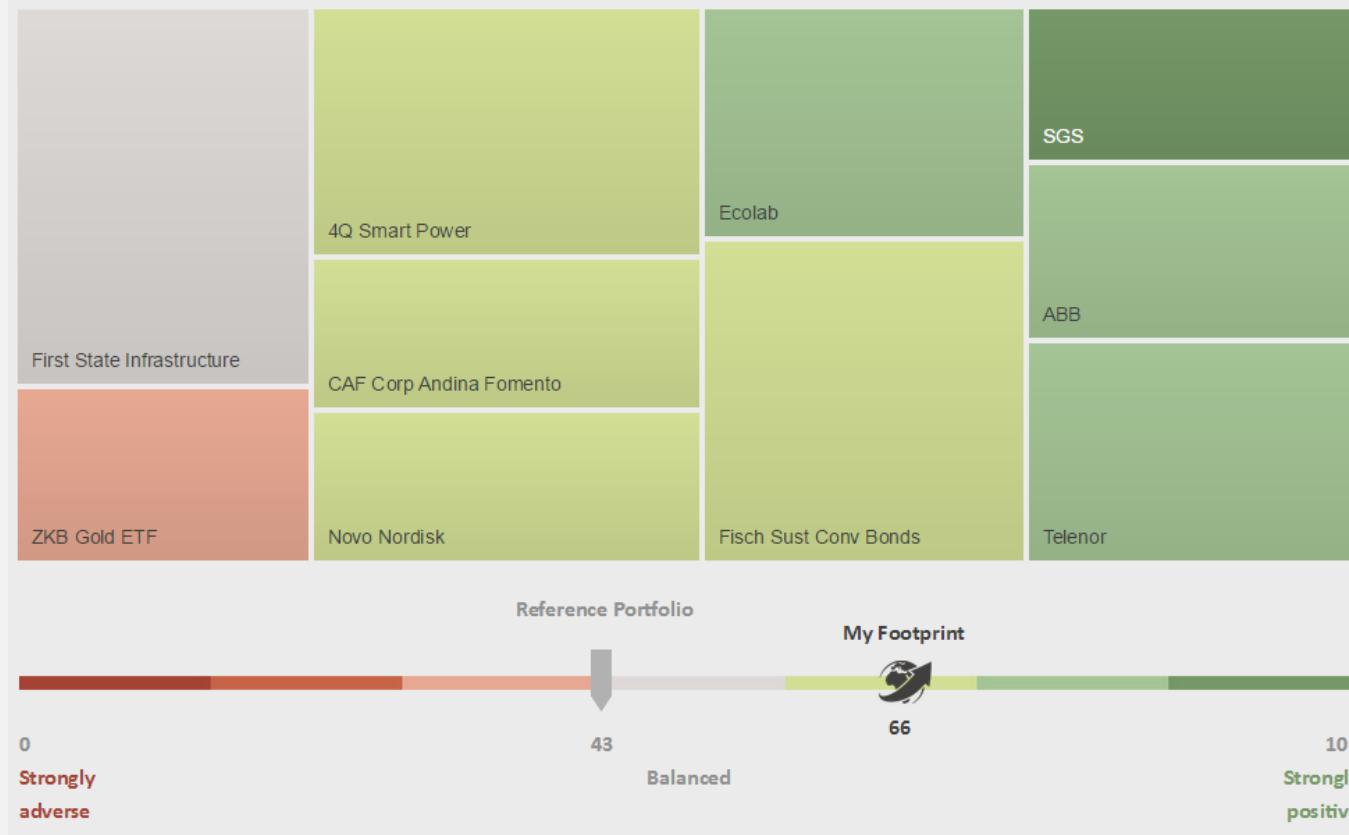
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Globalance Footprint

The Footprint Map - Your personal Portfolio at a Glance

Review the footprint of your personal portfolio as a whole.



Interactively visualising the impact of one's own investments

The Globalance Footprint shows investors the impacts their investments have on the economy, society and the environment as a whole.

Heightened transparency

Non-financial risks and opportunities are depicted transparently in the portfolio.

Driving the paradigm change in private banking

With its Footprint tool, Globalance Bank offers unparalleled insight into one's portfolio holdings and makes a significant contribution to the transparency-paradigm change in private banking.

Your Footprint in Comparison

Your Globalance equity portfolio beats the benchmark portfolio of the MSCI World.

22 %

22% more Women in Boards

On average there are 22% more women on the boards of directors of companies in your Globalance Portfolio.

76 %

Business Integrity: 76% better than average

Business ethics and integrity scores of the companies in your Globalance Portfolio are 76% better than those of the benchmark.

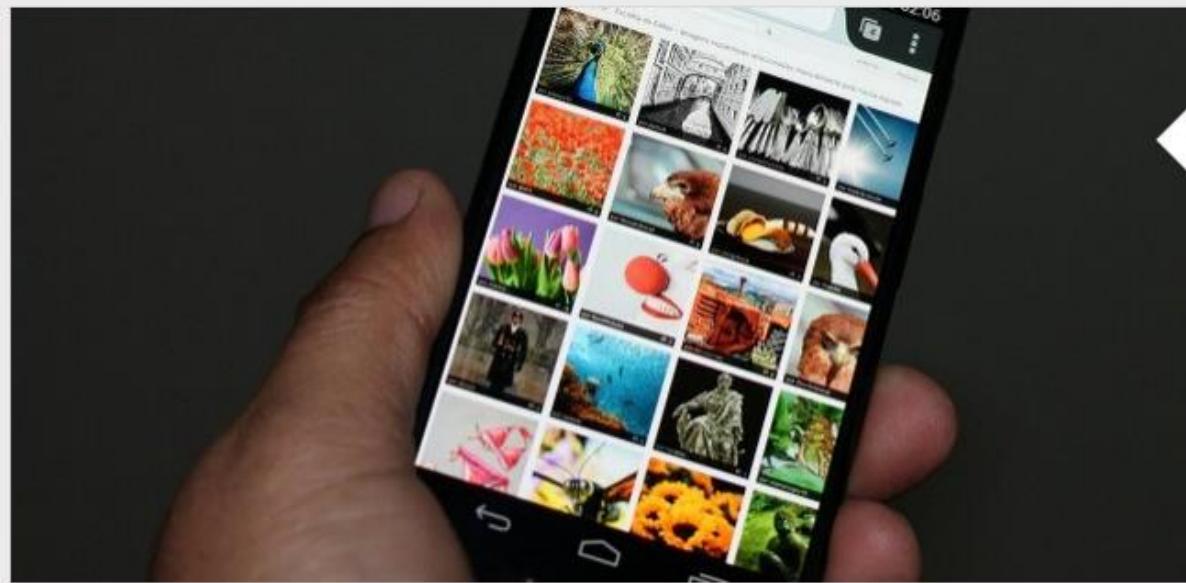
80 %

80% of companies demonstrate higher product safety

80% of companies in your Globalance Portfolio score higher at product safety than the average of the benchmark.



Case study: Telenor



Globalance Footprint
of



Footprint Score:



Footprint according to Themes

The Footprint of Telenor is determined by the following Impacts:



Investment Quality – The Globalance Future-Test[®] for stocks

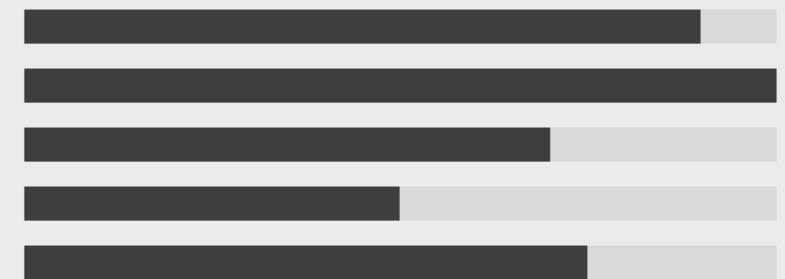
Quantitative criteria

- Attractive profit margins ⓘ
- Low risk ⓘ
- High continuity ⓘ
- High capital efficiency ⓘ
- Low debt equity ratios ⓘ



Qualitative criteria

- Quality of Management ⓘ
- Attractive growth potential ⓘ
- Clear competitive advantages ⓘ
- Stable business model ⓘ
- Positive Footprint ⓘ



Overall Result

