

Promethos launches Workers Advantage™ strategy with JUST Capital and Deepens Social Values Platform

March 1—Boston, MA and Washington, DC: Promethos Capital, announces an agreement with JUST Capital to launch the Workers Advantage™ strategy that will align to investor values across core investment categories. Promethos Capital is a majority women-owned, institutional investment firm with a mission of enabling investor capital to drive change. JUST Capital is a non-profit organization with a mission to build an economy that works for all by helping companies improve how they serve all their stakeholders – workers, customers, communities, the environment, and shareholders. JUST Capital utilizes a combination of data-driven research and strategic engagement to shift norms and put workers at the heart of just business practices. Integrating Promethos’s intentional investing philosophy and 360-degree research with JUST Capital’s stakeholder research will lead to expanded and diversified Promethos strategies on the Social Values platform with Workers Advantage™.

Ivka Kalus, Chief Investment Officer at Promethos Capital, said:

“Social Values investing is at the core of what Promethos offers to our clients. JUST Capital’s data aligns to our 360-degree research approach of evaluating companies. Our research indicates that you can’t have the E or the G without the S, when evaluating Environmental, Social and Governance (“ESG”) practices of potential investments. JUST Capital’s data provides us with a robust lens into critical business practices that evaluates externality risks. In addition, JUST Capital elevates the voice of Americans to drive corporate change on the issues that matter most to them. As capital drives changes, so does engagement. Promethos’s mission is to provide competitive returns with social impact. We are pleased to be partnering with JUST Capital and to participate in their mission.”

Martin Whittaker, Chief Executive Officer at JUST Capital, said:

“Through this partnership, we look forward to engaging a wider pool of investors in our mission, as markets have a key role to play in influencing corporate change. By shifting the resources of the \$19 trillion private sector, we can address systemic issues at scale, including income inequality and lack of opportunity. Promethos offers the mechanism and investment strategies that can break barriers and drive change, while delivering on financial results.”

John Linnehan, President and Director of ESG Integration at Promethos, said, “We are committed to providing comprehensive investment solutions that are aligned to clients’ values. Our Social Values investment strategies address critical social issues. JUST Capital allows us to extend our practice and broaden our offerings. Workers Advantage™ is a unique offering that directs capital to drive meaningful change.

About Promethos Capital

Promethos Capital, an employee-owned and majority women-owned institutional investment firm, is a leader in intentional investing. Promethos offers concentrated Global and International Equity strategies addressing United Nations Sustainable Development Goals (SDG).

Workers Advantage | Social Values | Catholic Values | Climate Resilience | Gender Forward

About JUST Capital

The mission of JUST Capital, an independent nonprofit, is to build an economy that works for all Americans by helping companies improve how they serve all their stakeholders – workers, customers, communities, the environment, and shareholders. We believe that business and markets can and must be a greater force for good, and that by shifting the resources of the \$19 trillion private sector, we can address systemic issues at scale, including income inequality and lack of opportunity. Guided by the priorities of the public, our research, rankings, indexes, and data-driven tools help measure and improve corporate performance in the stakeholder economy.

Since 2015, JUST Capital has surveyed 110,000 Americans – representative of the U.S. adult population – including more than 17,000 in 2020 alone to identify the issues that matter most to the public regarding corporate business behavior. JUST Capital then tracked and evaluated 928 companies across five stakeholders, 19 issues, and 339 unique data points to produce the ranking model that drives America’s Most JUST Companies, including the Forbes JUST 100. To learn more about how data-driven insights are creating a more just future for capitalism, visit: www.JUSTCapital.com.

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