

SRI Fund Management in Practice

at The 1st International SRI Conference in Korea

June 17th, 2003

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Asahi Life Asset Management Co., Ltd.

About ALAMCO

- 100% Subsidiary of Asahi Life Insurance
- Provides high quality investment products for pensions and mutual funds
- Total managing asset size is approx. \$8.5billion

Why SRI ?

- Business Strategy
- Corporate Culture
- Definition of SRI as...

Our Initiatives

- Asunohane fund
- Supporting NGOs
- “ SRI Lounge ”

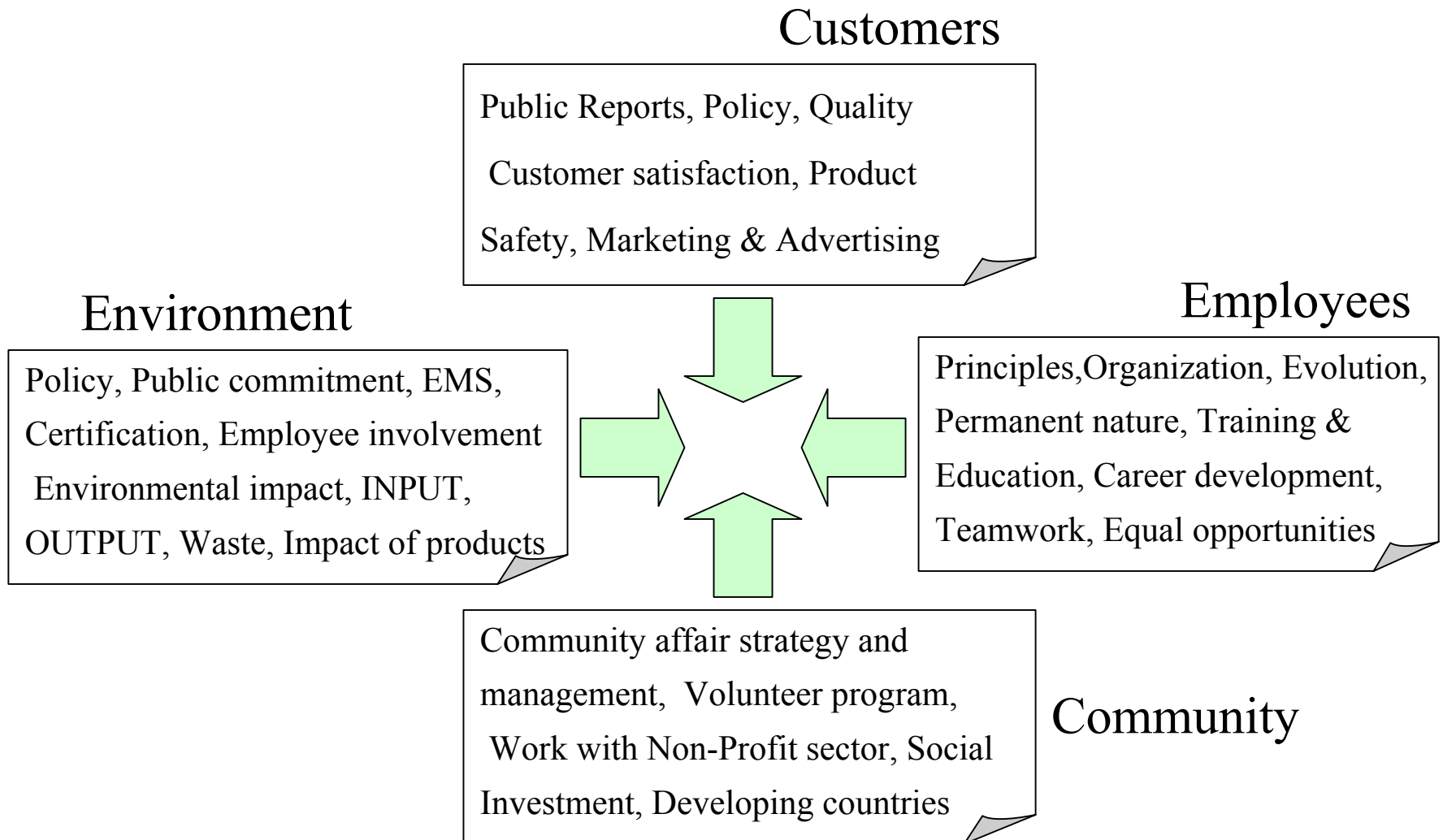
Asunohane Fund

- The first multi-stakeholder SRI fund in Japan
- 2.5 years since inception
- Cooperation with outside research firms
- Bottom-up and Grassroots style research process

Investment Philosophy

- Long-term Investing in sustainable companies that tackle with Social Issues in daily operations
- Closely linked Vision, Strategy and Operation
- Corporate Social Leadership

Stakeholder Approach Analysis



Social Leadership Analysis

Concept :

Mission
& Vision

Strategy :

Competitive
Strategy

Social
Responsibility

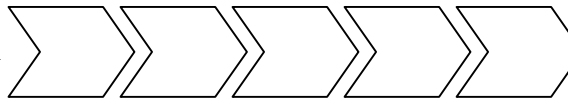
Operation :

Environment

Biz Ethics

Consumer

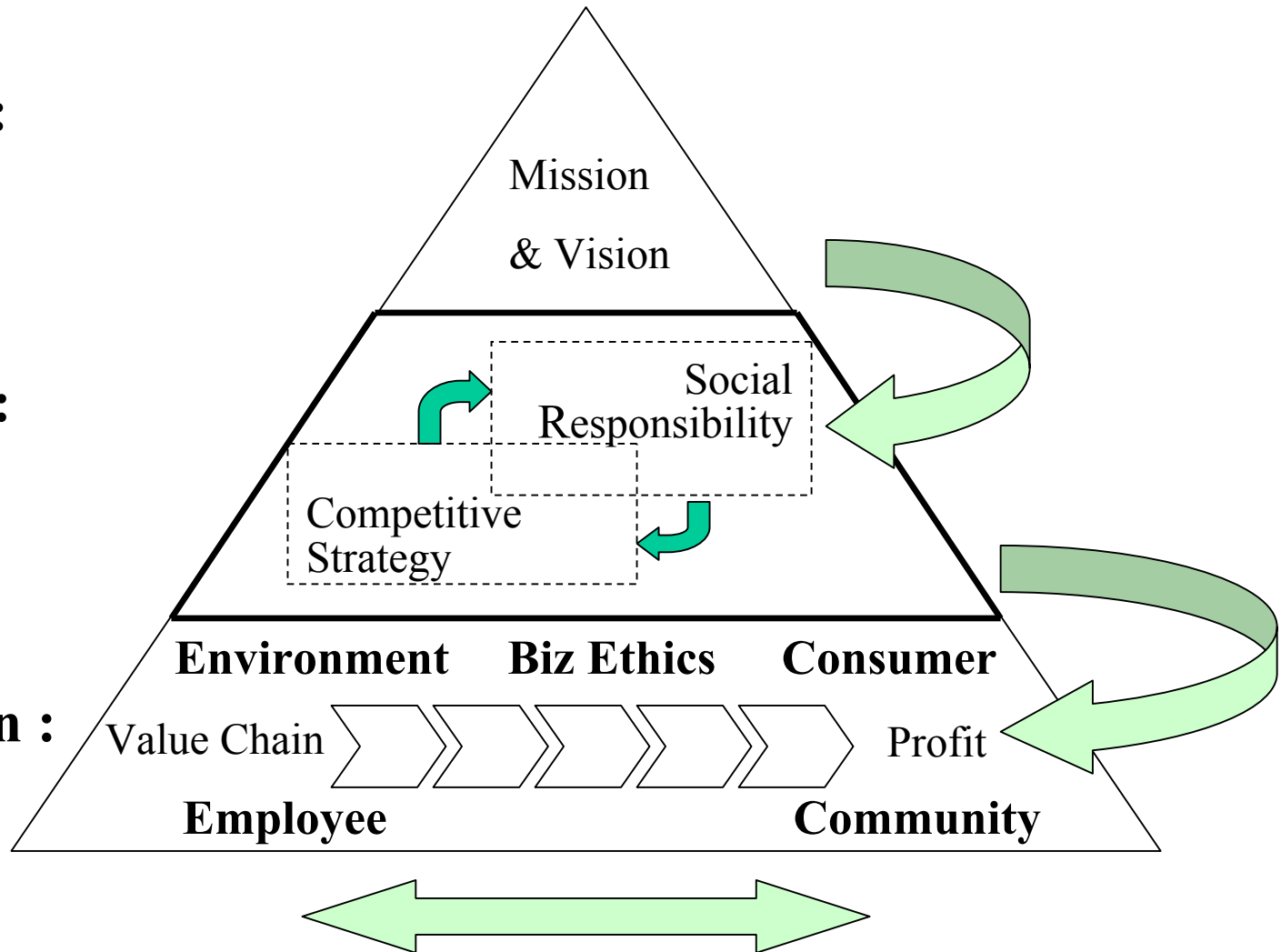
Value Chain



Profit

Employee

Community



Classes of holdings

- Catalysts
- Leaders
- Good Companies