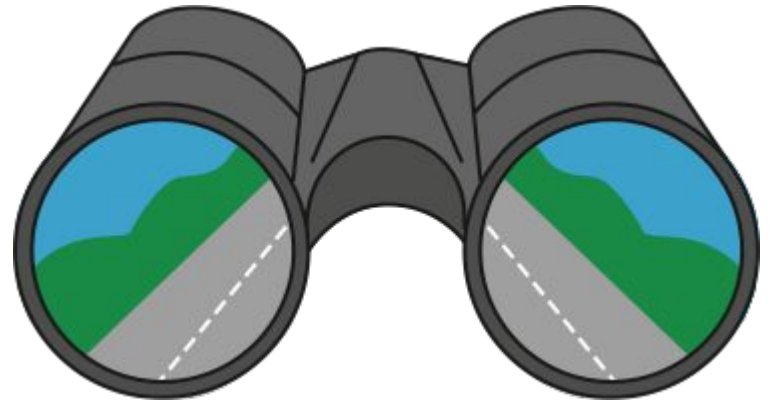


FUTURE-PROOFING YOUR BUSINESS

Seven Mega Trends to Watch



MEGA-TREND #1

A focus on **gender**
and **racial equity**
and a demonstration
of **ethical behavior**.



MEGA-TREND #2

The need to
articulate **purpose.**



MEGA-TREND #3

A growing consumer base that seeks **value-alignment** between what they hold personally important and the companies, products and services they have affinity and loyalty to.

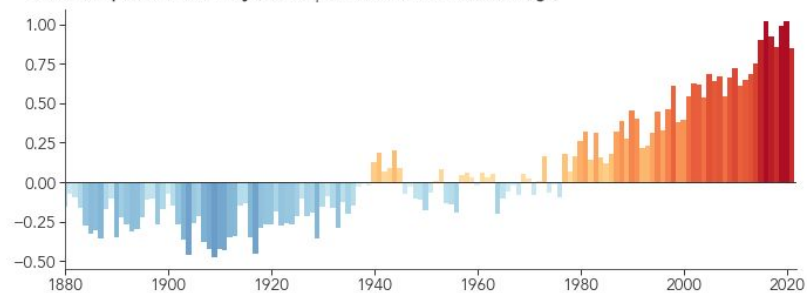


MEGA-TREND #4

The climate crisis

2021 ties 2018 for Sixth Warmest Year on Record

Global Temperature Anomaly (°C compared to the 1951-1980 average)



MEGA-TREND #5

Supply chain partners asking companies to **disclose** their sustainability policies and management of environmental and social impacts.



MEGA-TREND #6

The disclosure demands of the **investor community** around companies' ESG strategies and climate-readiness plans.



MEGA-TREND #7

The passing of **climate legislation** in more countries and regions of the world.



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