



December 2019 | Newsletter

We are pleased to share the first issue of our new monthly newsletter, keeping you up to date with all the latest news from The S Factor Co.

Introductions

For those of you who knew us as **MacCormick Inc.** (established in 2009 as subject experts in the global social impact advisory space, and creators of the world's first social performance index released in 2011); we are now known as **The S Factor Co., a MacCormick Inc. company.** The firm has reinvented itself as a sophisticated data analytics company with the application of its expertise in social impact to better serve the global market at scale. These new analytics are a unique lens, built on dozens of first-hand business cases for the **S in ESG™**, delivering alpha in early social risk detection and market signalling.



Note from the CEO

We have a lot to share in the coming months and new year, so we thought we would begin with ***re-introductions*** and some **insight** into our activity over the **last quarter in 2019**. Our monthly updates will be much shorter than this one.

As we begin to ramp up the awareness of our **S-Factor and MSPI solutions due to (finally!) launch in the first quarter of 2020**, we look forward to keeping you apprised of our product and the industries developments, introducing you to our **incredible team** and their talents, and delivering **thought-provoking business cases**, based on **decades of experience** in the field applied to the current challenges of ESG standardization and measurement today.

I look forward to engaging with you, fielding your questions and helping to **solve complex problems** in the ESG, Impact and Risk space, based on our **expertise**.

Bonnie Lyn de Bartok
Founder & CEO

We put the S in ESG.

Some of our latest adventures

Webinar

On **September 11, 2019** we were part of a BrightTalk webinar panel on the **The Future of Income Funds** as the voice for ESG on the landscape. Have a listen [here](#).



Impact Investing

Driving Social Purpose
Through Measurable
Investment Returns

SEPTEMBER 17, 2019
STATE ROOM
60 STATE STREET
BOSTON, MA

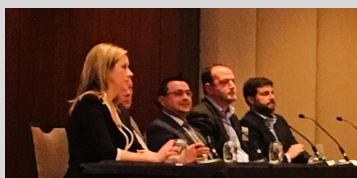


Boston, MA

On **September 17, 2019**, we headed to Boston, MA for the Impact Investing conference, where we participated on the opening expert panel called "**Lost in Translation: Big Capital and Philanthropy in Impact Strategies**" with moderator: Eric Maltzer, Adjunct Professor, Middlebury College and Director, Medora Ventures and colleagues Michael Muldoon, Associate Director, Innovative Finance, The Rockefeller Foundation, Ardyth Neill, President, Heifer Foundation and Wellington Pak, MPP, Head of Strategy, FHI 360. [Read more](#).

Toronto, ON

On **September 19, 2019** we headed to **Bloomberg's Sustainable Business Summit** in Toronto 2019, sponsored by TD.



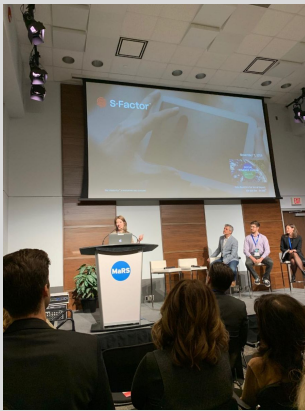
Toronto, ON

On **September 26, 2019**, our CEO chaired a panel at the **Global Shareholder Activism Summit** where Bonnie Lyn led the discussion on the

convergence of ESG and active investors. Her panel included: Arthur Einav, the Senior Managing Director, General Counsel and Corporate Secretary, Sprott Inc., Alan Hibben, Corporate Director and Advisor for WildBrain, Hudbay Minerals, Extendicare, and Home Capital, and Walter Viguiouk, FSA (SASB), Principal Responsible Investing, Strategy & Risk for Ontario Teacher Pension Plan and Stephen Zelkowicz Analyst at Wynnefield Capital, Inc. [Read more.](#)

Stockholm, Sweden

In October, our CEO headed to Stockholm Sweden, where on **October 17, 2019**, she participated in the **ESG Integration Summit**, first on a panel called Outlook on Data Services: High Disruption to Data Companies and Their Solutions and later had a 1:1 Interview on What's next in Human Rights Due Diligence.



MaRS, Social Finance Forum

In **November**, we introduced our S-Factor™ business cases at the **Social Finance Forum**, during a Breakout session: "Who creates more impact?" alongside our colleagues in the industry, Megan Wallingford, Manager, Product Strategy and Development, Sustainalytics, Toby Heaps Co-founder and CEO, Corporate Knights Inc., and Paul Allard Co-founder and Chief Ecosystem Officer, Impak Finance.

[Read more.](#)

London, UK

Finally, in **November**, we presented as a new vendor at Eagle Alphas, **Alternative Data Conference** in London, UK, where we pitched our alpha capture remedies for the Social Factors in ESG to 200 buy side asset managers, an event sponsored by JP Morgan. [Read more.](#)



Product Updates

Almost there!

Free trials run to January 31st, don't

miss out!!!

Sample data is available, together with our data dictionaries, documentation on methodologies, business use cases and history.

SIGN UP FOR YOUR FREE TRIAL
TODAY!!!



REGISTER FOR FREE TRIAL

News About the Team



Image above: Meet (some of) our new team members located at **401 Bay Street** in our Toronto, Canada HQ office. [Click HERE to read about our team.](#)

**New Name, New Mantra, New Mission,
New Logo, New Office, New Team!**

We have reinvented ourselves by marrying the business case for the **S** in **ESG** on a deep-dive, with aggregates, time series, big data, AI, and eventually DLT, and Blockchain technologies.

We cant wait to share with you what we have built to help solve some seriously complex gaps in socially risk-adjusted returns, ratings, benchmarks, alpha capture, and market signals for the **future of ESG, SRI and Impact Investing in 2020.**



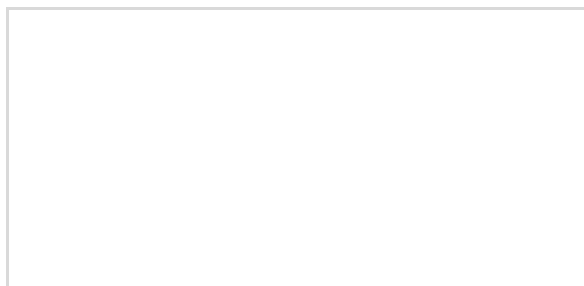
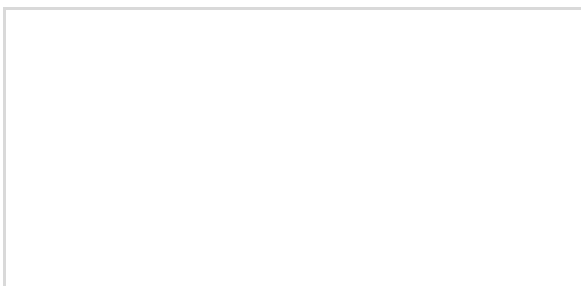
WE ARE HIRING

Check out our website late December and early January for updates on all our

OPEN POSITIONS

Visit our website

Where can you find us next?



MMF SYMPOSIUM 2020

BLUE MOUNTAIN RESORT
JANUARY 9-12, 2020



Early in January, our team will head north to Blue Mountain to **THE WORLD FORUM ON FINANCE, TECHNOLOGY, INVESTMENTS & RISK MANAGEMENT**, hosted by the **MMF Symposium 2020** at **Blue Mountain Resort** from **January 9-12th**. Our CEO, Bonnie-Lyn de Bartok, will be a keynote speaker. [Click to register.](#)



We will be in **New York** several times early in the New Year. On **January 16th, 2020** you can find us at **Eagle Alpha's world-class alternative data conference** pitching our business cases, alpha capturing ideas, and 1:1 roadshow introducing the S-Factor product to the buy-side market. [Click to register.](#)

GENERATING ALPHA

ESG as a Core Driver
of Institutional Portfolio
Performance

FEBRUARY 6, 2020
NEW YORK, NY

Manhattan, New York

Then we are back to New York again **February 6th, 2020**, for the **Generating Alpha: ESG as a Core Driver** conference where we will participate as an expert panellist as “companies have begun to implement ESG practices to reshape how they create value. This value manifests itself through returns in the equity selection process, as valuation models emerge to demonstrate those returns for institutional investors who seek out companies with strong ESG practices and ratings.”

ENJOY 25% OFF

Be sure to enter code
[SFACTOR25](#) at checkout to save!

Industry Highlights



The inconvenient truth about responsible investing: An FP investigation. [Read more.](#)



Standardized data reporting is the lynchpin for future of sustainable finance. [Read more.](#)



MSCI opens its treasure trove of ESG

[Read more.](#)



World Bank Launches ESG Data Portal in Support of SDGs

[Read more.](#)



S&P Global plans to acquire RobecoSAM's ESG ratings business

[Read more.](#)

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We put the **S** in ESG™

thesfactor.co

