



## March 2020 | Newsletter

Keeping you up to date with all the latest news from The S Factor Co.

### We put The S in ESG™

Greetings!

#### COVID-19 SOCIAL DATA

At a time of **turmoil and uncertainty**, we find ourselves in an unprecedented position. While we have been **tracking companies, social impact and risk performance with a 5-year coverage** on the entire **public equities market**, in a matter of days, we have been able to populate a **unique lens** on companies' **management, risk, sentiment, and performance** based on actual fiduciary accountabilities - as it relates to their **employees and their communities**, specific to **COVID-19**.

**This is a real-time benchmark of accountability.**

Join us [online](#) next week for an update on the trends emerging.

*From our team to yours, and to your families and communities - stay safe, and stay informed.*

The S Factor Team.

# The Latest News & Events



## S-Factor COVID-19 DATA

Register below to join us on **April 1st, 2020** for an online session on the latest on S-Factor **COVID-19 Pandemic social data** and trends.

Learn about which companies are **managing** the pandemic well, and which companies are **profiteering** by selling fear. How are companies meeting **regulatory** requirements? What impacts are they making? What is public **sentiment** saying about them? How does it affect their **impacts and ratings**?

[Register for the webinar here.](#)



The Impact of Math: The Social Dimension

## BrightTALK Webinar

The online session titled The Impact of Math: The Social Dimension is a deep-dive into the Social Factors™ or the “S in ESG™” and its power of **influence and performance** in the realm of ESG considerations.

The session was rescheduled for tomorrow, **March 18<sup>th</sup>**, following some technical difficulties last week.

**IT'S TOMORROW, DON'T MISS OUT!!**

[Register Here Now!](#)

Some highlights from last month..



## The Sustainability Accounting Standards Board (SASB)

Early February, the S-Factor became an "official" member and certified SASB product. We have been using the SASB non-financial metrics in ESG, by sector, for years, as 1 of our 45 benchmark frameworks on best practices and as complimentary performance metrics in our methodology. You can read more about [the SASB framework here](#).



## ESG Advocate of the Year!



Exciting News! We are very delighted to announce that on February 6<sup>th</sup>, 2020, we took home the prize for **ESG Advocate of the Year** at the Private Asset Management Awards (PAM) ceremony on Park Ave, in New York City. We were honoured to be listed among some incredible colleagues in the industry for this recognition. [Read more about the PAM Awards and 2020 winners!](#)





## S-Factor joins CAASA as its #200 member.

The Canadian Association of Alternative Strategies & Assets was formed to bring together alternative investment managers and investors, along with service providers, in a setting conducive to information sharing, discussion and networking, and collaborative initiatives. This is a fantastic new chapter and decade ahead for our team, as we take decades of 'boots on the ground' experience and turn it into the most unique methods, data sets and market signals to help the broader regulatory and investment industry leaders assess how companies perform in critical areas of social responsibility.

[Visit CAASA here.](#)



### TEDx UofT

Dimensions: The Impact of Math.

On February 13<sup>th</sup>, 2020 our CEO gave a TEDx talk at the Fields Institute (CQAM), for Research in Mathematical Sciences. At the salon, themed "Dimensions," she introduced the S-Factor quantitative model. Stay tuned for news of the production release, anticipated for late March!

Ironically, much of what was recorded then, is most relevant for today's current events!

[Watch for it here, but we'll also send out notice once it's live.](#)



The following events have been rescheduled. We will update you as new information becomes available.

### Talking Hedge

Originally scheduled for Santa

Monica, March 24-25<sup>th</sup> has been rescheduled to September 2020 .  
**We will update you as the information becomes available.**



TALKING HEDGE



## Generating Alpha

Originally scheduled for April 8<sup>th</sup> in New York, has been rescheduled.  
**We will update you as the information becomes available.**

# Product Update

## CLIENT FAQs

We have been flooded with **FAQs** recently, in ramp up to our launch. We've decided to share a few Q&A's with you here, each month.



[Register for your trial now](#)

### Q. How many companies does the S-Factor cover?

A. We have about 42,500 companies in our database (almost all publicly-listed equities); they will have various levels of “S” scoring in our initial product launch in March, with our early focus on large and mid-caps.

### Q. Which asset classes or industries does the S-Factor data set cover?

A. We are focused on publicly-listed equities in all major industries.

### Q. Where is your coverage focused (geographically)? What are the start dates of the different regions?

A. We cover global equities; all companies in all regions will have the same time-series coverage.

### Q. How much history does the S-Factor have?

A. We will have a minimum of five years of historic ratings in the March product launch, which will facilitate trend analysis and back-testing of the data.

### Q. Is your data point-in-time?

A. Yes, the S-Factor's data is point-in-time, with discrete events or social risks that affect a company's score captured in time-series. The product will be launched with five years of historical time-series data, with go-forward scoring maintained at point of event/report.

Q. What is the cross section of the dataset (continuous or discrete)?

A. The S-Factor data is continuous and can be customized to specific needs.

If you have other questions about our product, [contact us](#) below with the subject **FAQ**.

Product Trials begin March 30th as scheduled. Do not miss out!

## Team



**CAREERS @  
The S Factor Co.**

2020 is slated for substantial growth as we launch our data product and continue to grow to serve the demand for quality content, information validation and creative use cases.

Current open positions:

- Vice President, Sales - North America
- Operations Manager - Toronto
- Marketing Assistant/Manager - Toronto

Many new openings to come in the next month!  
Learn more here - [Careers](#)

## Industry Highlights

[MarketWatch: How investors are using 'alternative' data to track China's recovery from coronavirus](#)

[Bloomberg: ESG Funds Might Soon Have to Prove To SEC They're Actually ESG](#)

[Financial Times: Heavy flows into ESG funds raise questions over ratings](#)

[McKinsey & Company: The social contract in the 21st century](#)

[American Century Investments: ESG Outlook: Five Key Trends Momentum in 2020](#)

[IPE: Largest Dutch schemes positive on SDG bond](#)

[Institutional Investor: J.P. Morgan Asset Management Goes All In on ESG](#)

# Get in Touch



*We look forward to helping the market solve some seriously complex social impact challenges, fulfilling the gaps in information, benchmarking international norms, content validation and providing material evidence you can count on.*

*Sincerely,*

***Bonnie Lyn de Bartok***

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