

The UN Sustainable Development Goals seek to end poverty, protect the planet and ensure prosperity. In this year's Impact Report, we highlight the impact of several Appleseed Capital holdings with regard to these important goals.



SHAREHOLDER ADVOCACY FOR IMPACT

Appleseed Capital acts as a shareholder advocate to encourage boards and management teams to become more transparent and responsible with regard to environmental, social and governance (ESG) matters. We believe investors can have significant influence on their portfolio companies through informal engagement, proxy voting, and shareholder resolutions.



AIR LEASE CORPORATION CORPORATE RESPONSIBILITY DISCLOSURE



Air Lease Corporation is a premier lessor of commercial aircraft to air carriers around the world, offering airline companies an alternative to direct ownership of aircraft. As Air Lease shareholders, we began an engagement with Air Lease management in December, 2018, asking that the company significantly enhance its disclosure of material environmental information related to its aircraft fleet. After several productive conversations with management in which we provided guidance on specific information we would like the company to disclose, Air Lease has published a new ESG section on its corporate website with substantially enhanced disclosure of environmental, social, and governance related information. The new disclosures address fuel efficiency enhancements, noise pollution reductions, and data regarding CO₂ and NO_x emissions of its aircraft fleet. The site also addresses important corporate governance issues, as well as employee wellness and community relations.

OUR PORTFOLIO IMPACT

Appleseed Capital seeks long term investments with companies who have aligned corporate actions with the SDGs. We believe value is not created in a single quarter or even in a single year. Long-term, enduring value is created over years of hard work with smart decisions and prudent long-range planning.



JLL SUSTAINABLE CITIES



JLL is a leading professional services firm that specializes in real estate and investment management. In 2017 JLL undertook a detailed exercise to identify the SDGs that are most material to their business. As a result they have confirmed the following six SDGs as most relevant to their business: Good Health and Wellbeing, Gender Equality, Decent Work and Economic Growth, Sustainable Cities and Communities, Responsible consumption and Production, and Climate Action. In 2018 JLL reported that it has exceeded its goals for carbon emission reductions creating savings of \$82 million and averted 452,000 metric tons of CO₂e. In 2019 the company announced recognitions for diversity from the Human Rights Campaign Foundation, National Association for Female Executives, and was named one of America's Best Employers for Diversity by Forbes.



CRITEO
ADVANCEMENT OF GENDER EQUALITY



Criteo, S.A. is a Paris, France-based advertising technology company that provides personalized retargeting services to internet retailers. Criteo is heavily focused on promoting gender balance and equality and is taking steps to increase female employment, both in the general population of employees, as well as senior leadership positions. Since 2017, Criteo has increased the number of female managers by 3%, the number of female directors by 3%, and the number of overall female employees by 2%. In addition, in 2017, Criteo launched Women in Engineering (WIE), a group that aims to achieve more gender diversity in the company, to improve and increase retention, and to develop and hire women in computing jobs such as Technical Solutions, Analytics, R&D, Internal IT and Product. Criteo also recently renewed its gender equality agreement for another three years. This agreement aims to build awareness around gender equality matters and is a warranty of compliance with the principle of non-discrimination. It promotes equal pay, equal access to training and equal opportunities for career development and promotions. It also encourages diversity in recruitment processes.



ARDELYX
GOOD HEALTH AND WELL-BEING



Ardelyx Inc is a late-stage pharmaceutical company focused on the development and commercialization of therapeutics for undertreated gastrointestinal and cardiorenal conditions: irritable bowel syndrome with constipation and hyperphosphatemia in end-stage renal disease.

Less than half of IBS-C patients respond to available treatments resulting in patients suffering from approximately a week of reduced productivity each month. If approved, Ardelyx's tenapanor will provide a completely novel mechanism of action with efficacy-safety profile rivaling best-in-class drugs in the market today. At the same time, two thirds of end-stage renal disease patients are not at target blood phosphorus levels and therefore at an increased risk of premature death. Non-compliance due to severe pill overload is a major factor behind this grim situation. Ardelyx's tenapanor holds the potential of greatly reducing the pill load for these patients without sacrificing efficacy or safety.

COMMUNITY INVESTING FOR IMPACT

Besides Appleseed Capital advocating on behalf of our investors for increased corporate responsibility, we seek out appropriate community investing vehicles as a tool for directing capital to environmental projects, low income communities, and local businesses and non-governmental organizations (NGOs) that are driving sustainability at a local level.



SELF HELP FEDERAL CREDIT UNION

We own federally insured deposits accounts with Self-Help's credit union, an organization that seeks to strengthen community organizations, grow local businesses, provide affordable home loans, revitalize downtowns, build neighborhoods and advocate for fair and responsible financial practices. Self-Help's mission is to create and protect ownership and economic opportunity for all. In 2018 Self-Help lent \$471 million to businesses and nonprofits creating 1,600 jobs. A portion of this was the Self-Help partnership with The Runway Project Oakland to provide financing to African American businesses in their early or expansion stages.

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