



UNDERSTANDING INVESTOR ACTIVISM AND HOW YOU CAN BE AN AGENT OF CHANGE!

OLDMUTUAL

While young South Africans may know how to hold companies to account on social media, they may not be fully aware of the power wielded by their pockets, says **Melissa Moore, Investment Analyst at Futuregrowth.**



WHAT IS INVESTOR ACTIVISM?

Investor activism is the use of an investor's influence, through voting rights or otherwise, to bring about change in the way the company operates.



WHY DOES IT MATTER?

Investor activism matters because investors are in a position to influence social change for the benefit of future generations. This is because you can engage your investees around key issues – financial and non-financial, all while allowing you to grow your investments.

Remember, good companies are also good investments!

WHAT CAN I DO?

SELECT AN ASSET MANAGER

The first step is to select an asset manager with a responsible investing mandate – and then to keep challenging them on their decisions.

DO SOME RESEARCH

If you have a unit trust investment, look at your statement and consider the top 20 holdings in your fund. Do some research, and if you find evidence of unsustainable or problematic behaviour, challenge your asset manager on how environmental, social and governance (ESG) factors were considered in making this investment decision.

BE CONSCIOUS

Be conscious of where you invest your money and where you spend it – even when it comes to where you buy your groceries and clothing.