

SRI Strategist

Sustainable, Responsible, Impact Investing
Managed Mutual Fund Portfolios



First Affirmative Financial Network believes investors must take responsibility for the impact our money has in the world. We have combined this core belief with more than 25 years of responsible investment expertise to offer a series of managed mutual fund portfolios designed to both make money and have a positive impact—at the same time.

Overview of First Affirmative

First Affirmative offers asset management services to individual and institutional investors seeking to align investment decision-making with personal values and/or institutional missions.

Investors who utilize First Affirmative's services make a conscious choice to put their money to work for a dual purpose—to provide for a secure retirement, for example, while directing capital to enterprises that enhance the common good.

A pioneer and widely recognized leader within the Sustainable, Responsible, Impact (SRI) investment industry, First Affirmative offers tools and resources for advisors who want to serve socially conscious, impact-oriented investors (GreenvestmentCenter.com). We also produce regional Investing for Impact events (BaseCampSRI.com), and The SRI Conference, the premier annual industry event (SRIConference.com).

Invest Responsibly

First Affirmative's investment process features ongoing analysis of both the financial and non-financial characteristics of mutual funds that integrate in-depth analysis of environmental, social, and governance (ESG) criteria. Our deep knowledge of SRI fund companies and managers helps us evaluate the impact of changes in personnel, investment processes, and shareowner engagement activities.

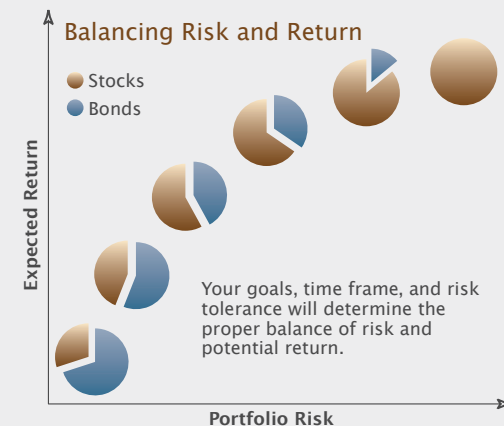
Funds are chosen based on asset class considerations, quality and discipline of investment process, and expense ratios. Allocation decisions are based on the funds' risk profiles, asset ratios, and investment styles to create a well-diversified portfolio expected to perform competitively over the long-term.

First Affirmative seeks to create value for both shareowners and society as a whole by investing in the most responsible companies with attractive profit potential. Portfolios are designed to both support and profit from companies with the most positive impact on our world.

First Affirmative seeks to invest in companies of the future. Our managed mutual fund portfolios own funds that invest in companies with superior track records in managing environmental impacts, attracting talent, and operating in a transparent manner.

At a Glance

- Managed Mutual Fund Portfolios
- Strategic and Dynamic Asset Allocation
- Designed for Long-Term Investors
- Three-Dimensional Diversification
- Broadly Diversified: 15–20 Funds



We believe such companies are generally better managed than their competitors, and we believe that investing to improve the human condition can create a “virtuous cycle” of inter-related benefits that enhances the common good and promotes investment success over time.

Diversification Optimization

We believe that diversification is the most effective way to manage and reduce risk in a portfolio. A thorough diversification process combines dissimilar asset classes in a single portfolio and can effectively smooth the ride, making it easier to stick with a disciplined investment approach over time.

We offer both strategically allocated and tactically managed portfolios. In our strategically allocated portfolios, in those asset classes where we have a number of strong SRI funds from which to choose, we often diversify among several funds within the same asset class. We call this three-dimensional diversification.

From time to time we will add new funds, eliminate an allocation to a fund, and/or substitute one mutual fund for another. These changes may be warranted by any number of considerations, including (but not limited to) the mutual funds' relative performance vs. peer group, the availability of new funds, or significant changes in a fund's management team, investment style, or focus.

A double bottom line analysis (quantitative + qualitative) provides the basis for designing investment portfolios aligned with personal values, and institutional mission, while managing the portfolio's risk/return objectives. It is a rigorous process that considers the impacts on all stakeholders.

Questions/Marketing Support

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Organizations that have an ownership interest in First Affirmative and/or organizations that may sponsor The SRI Conference may also provide some investment vehicles the company utilizes in managed mutual fund portfolios. First Affirmative does not consider ownership in the process of determining suitability of investment vehicles; however, those organizations that own interests in First Affirmative receive an indirect benefit when their investment vehicles are used.

There can be no assurance that this or any investment strategy will be profitable. Past performance is not a guarantee of future results. The securities held in First Affirmative portfolios are subject to fluctuations in market value and may be worth more or less than the original investment when redeemed. Portfolios are subject to asset allocation risk, which is the chance that selection of, and allocation to, the underlying mutual funds or exchange traded funds may cause the portfolio to underperform. Please contact your financial advisor to discuss whether a First Affirmative managed mutual fund portfolio is suitable to your specific situation.



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