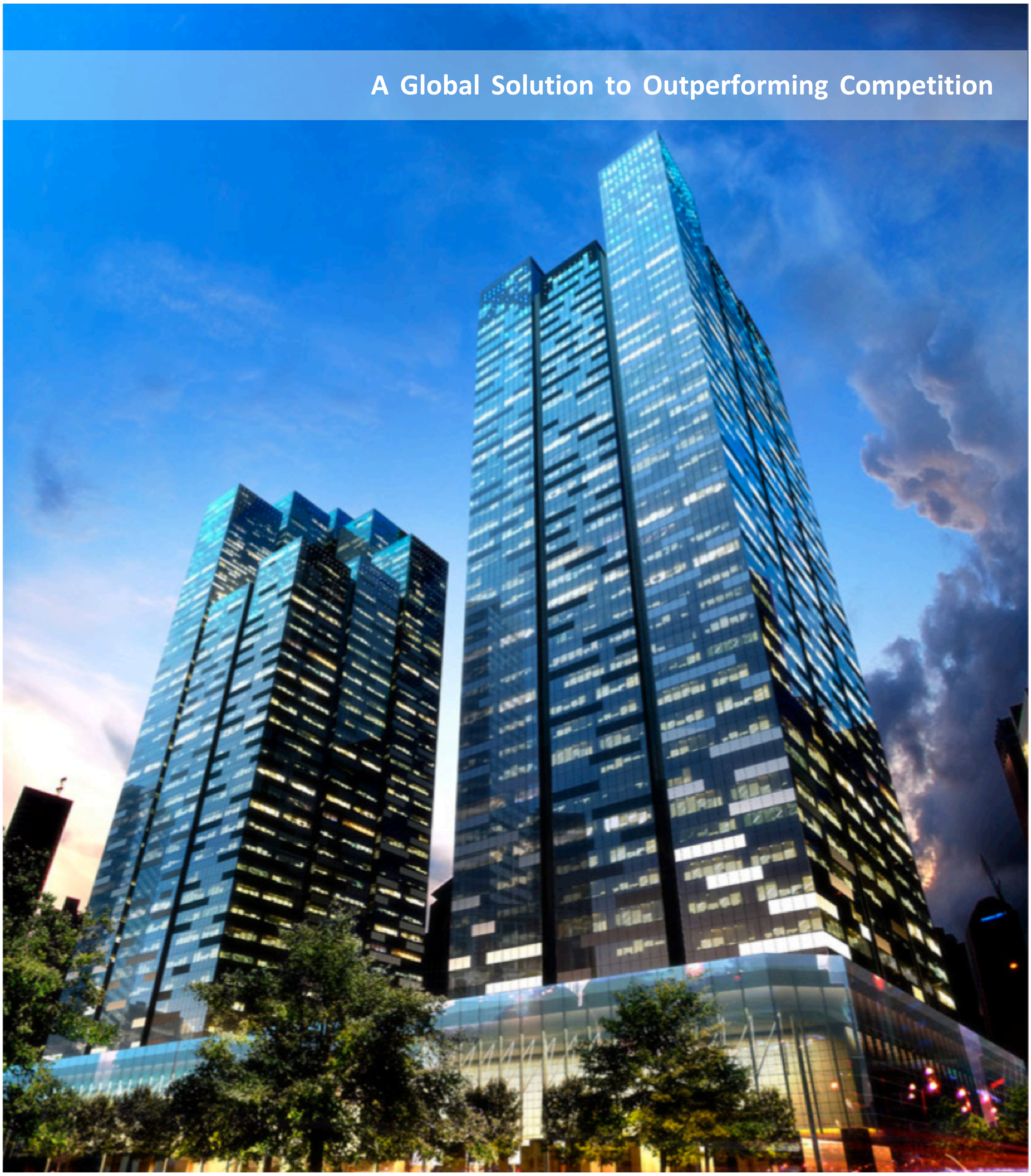
Poune Asset Management

Developing a Competitive Advantage And Increasing Fund Raising

Through

Responsible Property Investment



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Cover image:

In Singapore, Asia Square is a new landmark that defines the new downtown precincts of Marina Bay. Seamless connectivity is achieved via underground MRT stations, new road extension to the city and airport, a water taxi service within Greater Marina Bay and a comprehensive pedestrian network of sidewalks, covered walkways linked to surrounding developments.

The new development integrates highly environmentally sustainable design:

- Green Mark Platinum award by Building & Construction Authority (BCA)
- One of the first buildings in Singapore to be awarded Leadership in Energy and Environmental Design Core & Shell (LEED-CS) Platinum pre-certification by the US Green Building Council (USGBC)
- 400 bicycle racks to minimise carbon footprint

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“Every time you begin a good job, you must pray to Him most earnestly to bring it to Perfection.”

Rule of Saint Benedict

“Return on capital is a key driver of long-term performance advantage.”

Olivier Ribert

“Climate change is not going away. We need to focus on adapting our businesses to reduce our vulnerabilities.”

Al Gore

“The longer it takes, the more the financial side escalates.”

“Excellence is about discipline, working hard and doing everything with a good heart and mind to realise the plans one has.”

Yap Cheng Hai
Feng shui master

“The excellence of every art must consist in the complete accomplishment of its purpose.”

Yamaoka Tesshu
Sword Master

“CEOs should think of energy and resource efficiency as a key source of competitive advantage.”

Amory Lovins

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ABOUT POUNE ASSET MANAGEMENT

Poune Asset Management is a boutique consultancy firm, a Socially Responsible Company (SRI) focusing on how to make property investment and management a better deal for investors and stakeholders whilst addressing people- and environment-friendly issues.
As such, we are a strong supporter of the United Nations Principles for Responsible Investments (**UNPRI**) and should become a sponsor soon.

Poune AM caters to two different categories of clients:

- Local governments and housing associations
- Property Investment Management companies

We have a proactive agenda to bring the environmental movement into mainstream property development and management, and as such we aim to reach the new frontier for green and healthy buildings as a profitable investment.

We could summarise our philosophy with a few select words:

Investing in People and Property.

Poune Asset Management wants to put itself into the position of blazing a trail that others may follow, as sometimes the road to success is not a road yet, and in the process become a reference in its trading industry.

> *"Blazing a new trail: we need to create growth, not just follow it. Bold visions are essential to fuel hope, energise capacity and extend reach to what might be. Before something becomes conventional, one has to think unconventionally as it takes foresight and global perspective to stay ahead of the game.*
>
> *Adversity is commonplace, but things worthwhile don't come easy; one needs the vision to see what is possible and the resolve to drive it through. It is when you are successful in what you are doing that people start paying attention, and that's the way things begin to change.*
>
> *Olivier Ribert*
> *Managing Director*

Finally, our Company develops a holistic and integrated approach that contains a clear mission with a strategy and governance structure to achieve that mission. In that respect, we put excellent governance and a willingness to invest in talented individuals at the core of our investment strategy.

EXECUTIVE SUMMARY

The complete study will be made available during a meeting.

Thank you to liaise with us at:

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