

## M&G's Positive Impact Fund to adopt the 'Sustainability Impact' label in the UK

**London, 27 November 2024** – M&G Investments announces that it intends to adopt the 'Sustainability Impact' label for the M&G Positive Impact Fund (the Fund) in early 2025. M&G has been a pioneer in investing for impact within the listed equity space in the UK, having launched the Fund in 2018 under the dual leadership of sustainability investment veteran John William Olsen and the firm's Head of Impact Strategy, Ben Constable-Maxwell.

The £209 million Fund is part of M&G's sustainability and impact equity investment team with over £4 billion of assets under management. The Fund's impact strategies apply the team's 'Triple I' framework to identify high quality, high impact investments for inclusion in the portfolio. These businesses need to demonstrate strong 'investment' characteristics with quality business models able to deliver long-term growth; clear 'intention' to tackle major societal problems; resulting in meaningful and measurable 'impact' on pressing social or environmental challenges.

The Fund is diversified across six main impact areas: climate action, pollution reduction, circular economy, health and wellbeing, education and innovation, and working conditions<sup>1</sup>. Investing across these areas, as well as across a range of business model types, helps to balance portfolio risk while also diversifying the drivers of impact.

The Fund will adopt this label under The Financial Conduct Authority's (FCA) Sustainability Disclosure Requirements (SDR) regime, with M&G scheduled to write to clients in December.

**Alex Matcham, Head of UK Wholesale Distribution, says:** "Our adoption of this label marks an exciting milestone for the M&G Positive Impact Fund and reflects our commitment to sustainable and impact investing, enabling clients to easily compare funds with similar objectives for the first time. Over the long-term, we expect to see growing demand from clients seeking a viable option for model portfolios with a focus on Sustainable or Impact and, more broadly, those who are looking for exposure to companies making a measurable positive difference, either to society or to the environment, while aiming to achieve strong investment returns."

**Ben Constable Maxwell, Impact Lead for the M&G Positive Impact Fund, adds:** "The Sustainability Impact label is built on exacting principles and helps to define the norms for what impact investing in public markets means. We now have a standard for the industry to aim for. By investing in companies that aim to provide solutions to the biggest sustainability challenges, our impact strategy seeks to drive positive outcomes for people and the planet, unlocking exciting investment opportunities across sectors such as clean energy, circular economy, and healthcare. The label also places an emphasis on the active role of investors, not just in allocating capital on behalf of our clients, but also in driving impact through our own engagement activities. Together, the impact generated can support

societal goals and create meaningful change, demonstrating that investors can invest to generate financial returns alongside measurable impact for a sustainable future.”

**-ENDS-**

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**Notes to Editors**

1. Positive impact is categorised into six key "Impact Outcomes"

**About M&G Investments**

*M&G Investments is part of M&G plc, a savings and investment business which was formed in 2017 through the merger of Prudential plc's UK and Europe savings and insurance operation and M&G, its wholly owned international investment manager. M&G plc listed as an independent company on the London Stock Exchange in October 2019 and has £346.1 billion of assets under management (as at 30 June 2024). M&G plc has customers in the UK, Europe, the Americas and Asia, including individual savers and investors, life insurance policy holders and pension scheme members.*

*For nearly nine decades M&G Investments has been helping its customers to prosper by putting investments to work, which in turn creates jobs, homes and vital infrastructure in the real economy. Its investment solutions span equities, fixed income, multi asset, cash, private debt, infrastructure and real estate.*

*M&G recognises the importance of responsible investing and is a signatory to the United Nations Principles for Responsible Investment (UNPRI).*

*M&G plc has committed to achieve net zero emissions by 2050 at the latest, across our investment portfolios and operations. For more information, please visit: <https://global.mandg.com/>*

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