

## Datamaran 4:

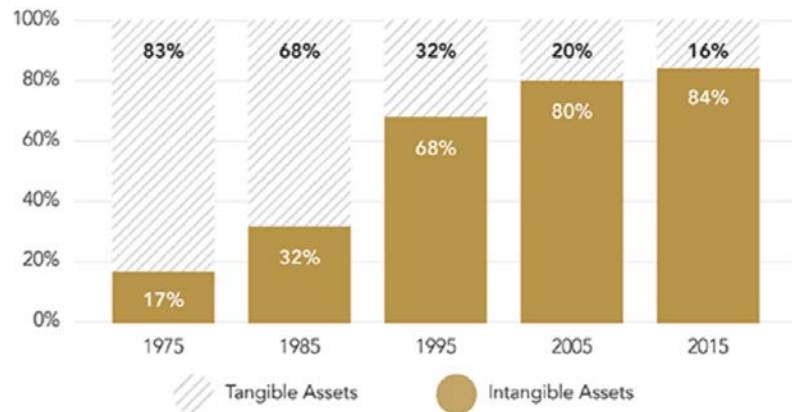
The leading solution for non-financial risk management.

The Power of Hidden Data



# Megatrends: what is business like today?

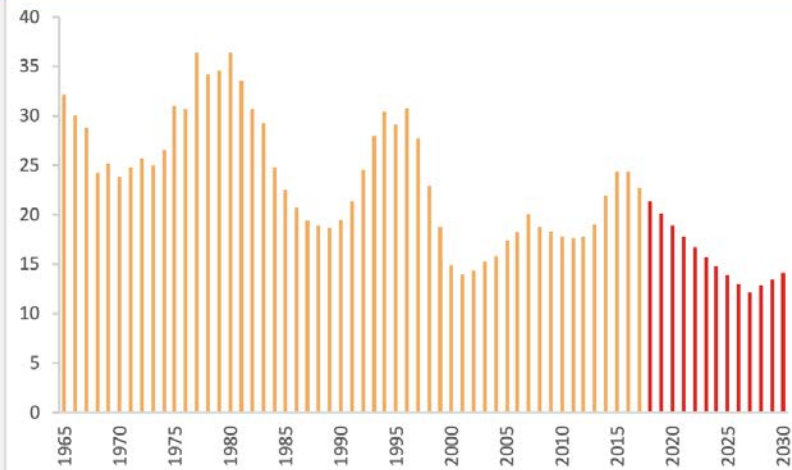
## COMPONENTS of S&P 500 MARKET VALUE



SOURCE: INTANGIBLE ASSET MARKET VALUE STUDY, 2017

**Intangibles (unstructured data)**

**Chart 1: Average Company Lifespan on S&P 500 Index**  
 Years, rolling 7-year average

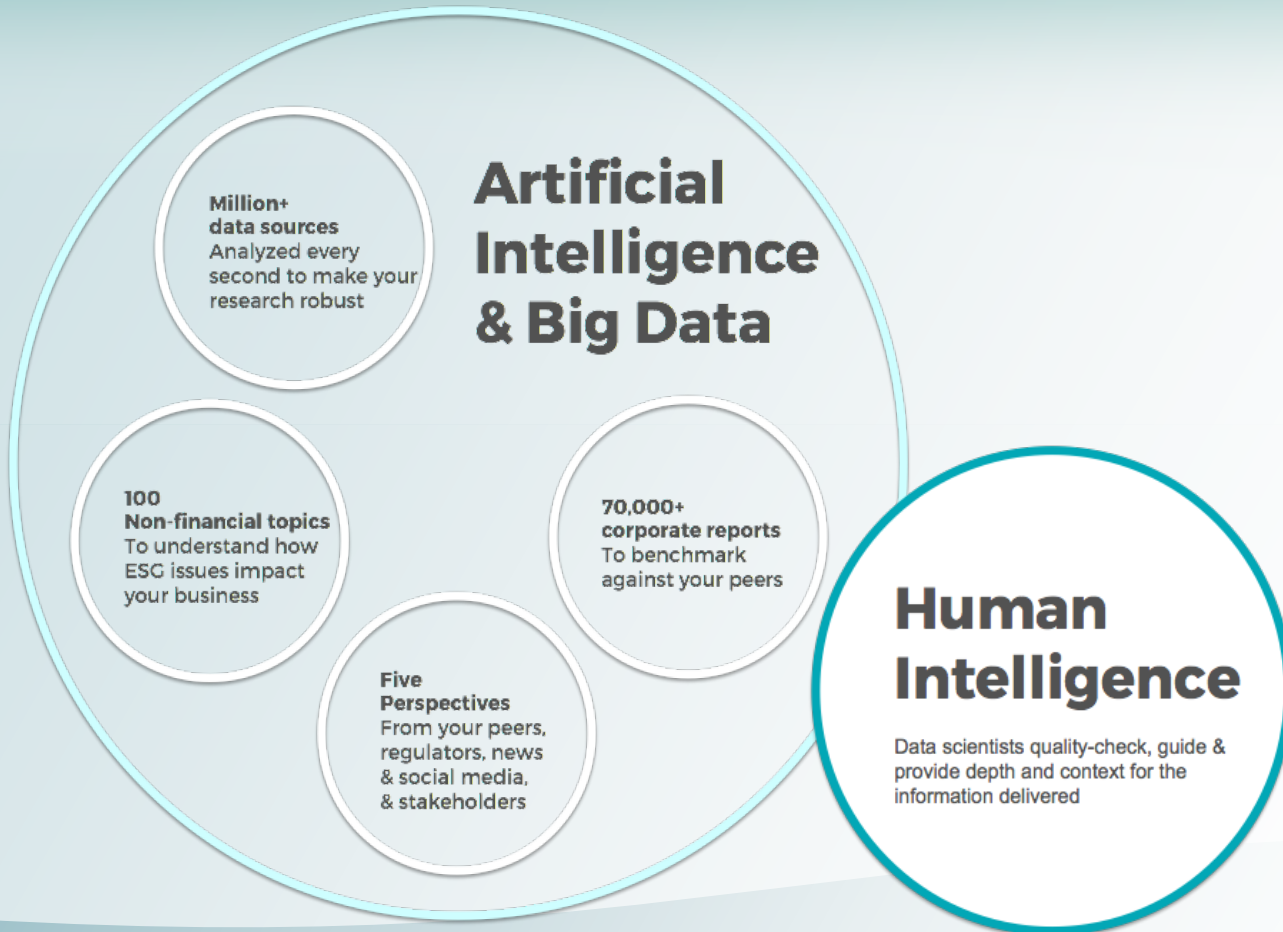


Data: Innosight analysis based on public S&P 500 data sources. See endnote on methodology. [www.innosight.com](http://www.innosight.com)

**Technology disruption**

# Introducing Datamaran

Datamaran is the leading solution for non-financial risk management



# Introductions: who we are

## FOUNDERS



**Jean-Philippe Lecourt**  
CFO & Co-founder

**Capital markets &  
risk management**



**Marjella Lecourt-Alma**  
CEO & Co-founder

**ESG &  
transparency**



**Jerome Basdevant**  
CTO & Co-founder

**Technology,  
global IT projects**





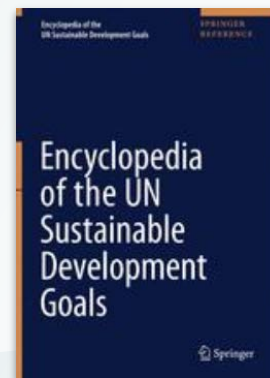
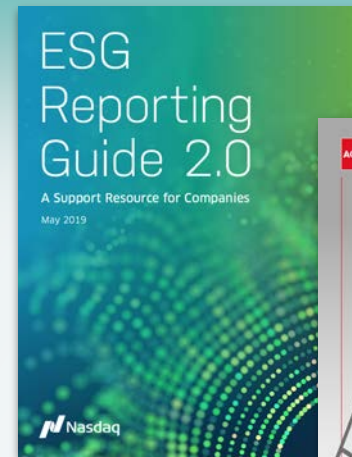
Guidelines referring to Datamaran's approach

 **Nasdaq** – [ESG Reporting Guide 2.0](#)

 **ACCA** – [Report on Machine Learning](#)

 **wbcSD** – [ESG Disclosure Handbook](#)

Encyclopedia of the [UN Sustainable Development Goals](#) - Springer





## Prof. Andreas Hoepner, University College Dublin

- linkage between disclosure of climate change and human rights in the risk section of SEC filings and the cost of capital (both equity and debt)
- Published paper on Journal of Business Ethics: **what are the factors that motivate the decision of an asset owner to become a Principles for Responsible Investment (PRI) signatory**: <https://link.springer.com/article/10.1007/s10551-019-04191-y#Fn4>



## Prof. Ioannis Ioannou, London Business School

- Greenwashing index
- How companies react to scandals and media pressure - [Under pressure: helping executives respond to CSR demands](#)

# This is how it works

## Stakeholder voices represented

## Sources analyzed (Inputs)

## Topics tracked

## Your analysis (Outputs)

Peers, suppliers, clients, competitors, third-parties



Corporate Reports

Governments, public authorities (mandatory regulation) & International institutions and organizations (voluntary regulation)



Global Regulations & Initiatives

General public opinion



Social Media

International media



Online News

Closest community of stakeholders



Stakeholder Surveys



Dynamic framework of non-financial issues



Materiality & risk analysis



Benchmarking



Heatmaps



Alerts



Dashboards & infographics



Raw underlying data





## Strategy

- Identify and focus on material risk and opportunities in a data driven way
- Set goals and targets based on vast amounts of data
- Spot trends in advance
- Identify best practices



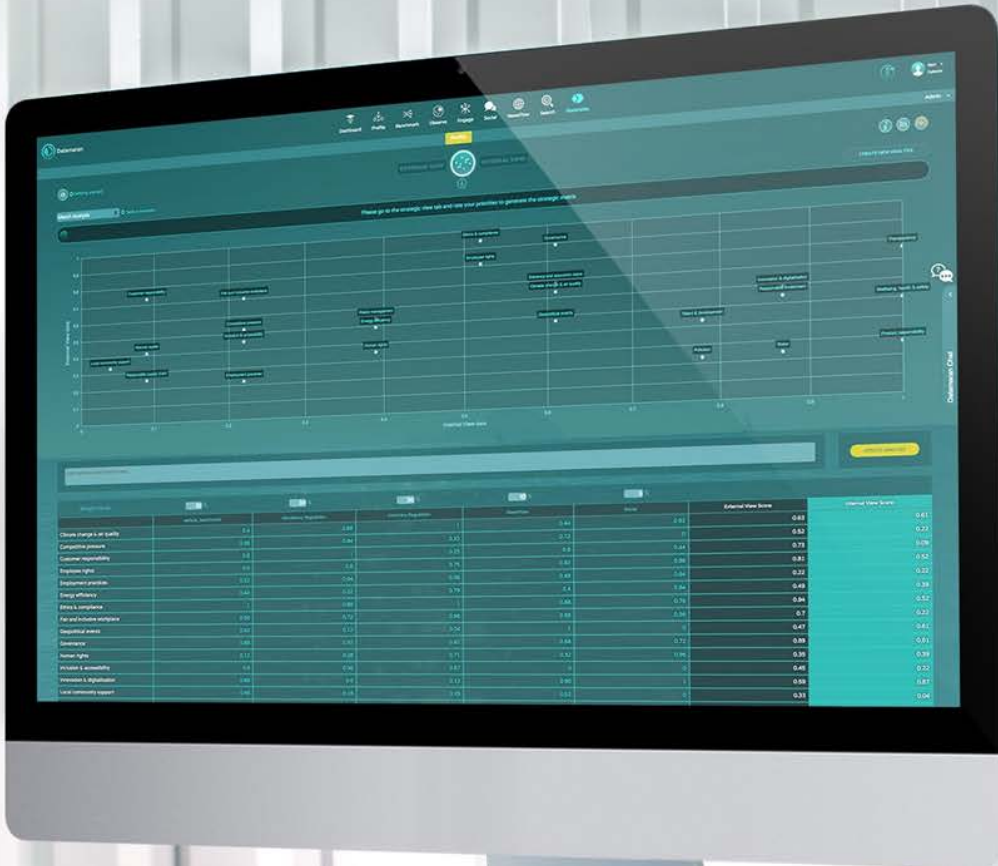
## Investor engagement

- Extract infographics and heatmaps - prepare for roadshows and investor calls
- Demonstrate the credibility/validity of your strategy supported by data
- Support responding to investor surveys
- Identify issues investors are focusing on
- Understand what are the regulatory/policy triggers influencing your investors



## Governance

- Set up dashboards and alerts to keep abreast of emerging issues
- Prepare infographics to report to the board and management team
- Integrate



Thank you!

Contact us:

[info@datamaran.com](mailto:info@datamaran.com)

The Loom  
14 Gower's Walk, suite 4.8  
London, E1 8PY  
United Kingdom

Tel: +44 (0)20 3735 2976

Other offices  
New York City, USA  
Valencia, Spain

