

## TABLE OF CONTENTS

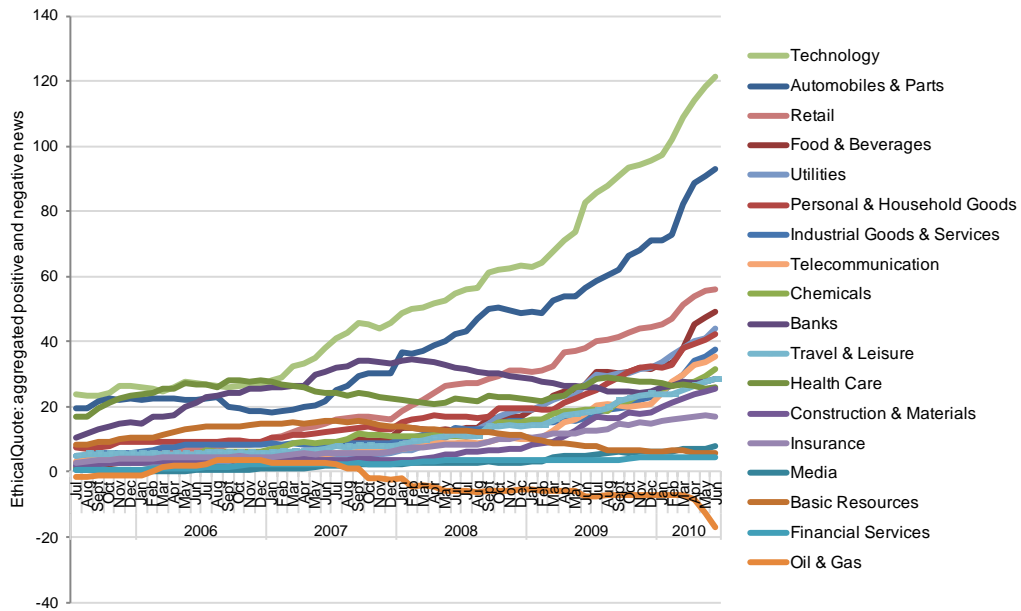
<b>1. SUMMARY</b>	<b>3</b>
<b>2. MAIN FINDINGS</b>	<b>4</b>
<b>3. FULL UNIVERSE (18 SECTORS)</b>	
EthicalQuote historical and progress; Bi-dimensional space	6
Volume, Positive and Negative news, Changes last year	8
4 groups of criteria, 45 criteria	10
Banks vs 18 sectors: Groups of Criteria, Criteria	11
Banks vs 18 sectors: Source groups; Regions	13
Banks vs 18 sectors: regions of source	15
<b>4. BANKING SECTOR ANALYSIS</b>	
<b>HISTORY</b>	
Covalence Ethical Ranking, Details	16
EthicalQuote 2002-2010; Companies in bi-dimensional space	18
<b>JUL 2009 - JUN 2010</b>	
Companies in bi-dimensional space	20
Volume, Positive and Negative news, Changes last year	21
4 groups of criteria, 45 criteria, Criteria groups historical	23
Recent changes among criteria groups, Evolution of criteria weight	25
Criteria in bi-dimensional space	29
<b>ISSUES</b>	
Major issues	31
Community	32
Climate change	34
Education	36
Corporate governance	38
Legal issues	40
Gender	42
Countries of action	44
<b>SOURCES</b>	
Source groups; Recent changes	45
Regions of source; Recent changes	47
Countries of source; Most active sources	48
<b>CRITERIA &amp; ISSUES: DETAILS</b>	
1. Labour Standards	50
2. Wages	50
3. Social Benefits	52
4. Training & Insertion	52
5. Women	54
10. International Presence	54
11. Joint Ventures	56
12. Economic Impact	56
13. Social Impact	58
18. Downsizing	58
25. Fiscal Contributions	60
26. Environmental Impact of Production	60
33. Eco Innovative Product	62
34. Information to Consumers	62
37. Social Sponsorship	64
38. Anticorruption Policy	64
39. Humanitarian Policy	66
40. Human Rights Policy	66
43. Social Stability	68
45. Lobbying Practices	68
<b>5. SYNTHESIS</b>	
Criteria and Issues summary tables: risks and opportunities	70
Strategic comments	72
<b>6. ANNEXES</b>	
Covalence company and methodology; Additional products	78
Detailed results	79

### 3. FULL UNIVERSE

#### ETHICALQUOTE REPUTATION CURVE ACROSS SECTORS 2005 - 2010

EthicalQuote curves measure the reputation of companies regarding ethical issues. The chart below compares the average score of 18 sectors, with data spanning the last 5 years and calculation starting in 2002.

18 sectors: EthicalQuote 2002 - 2010 (Jun), average

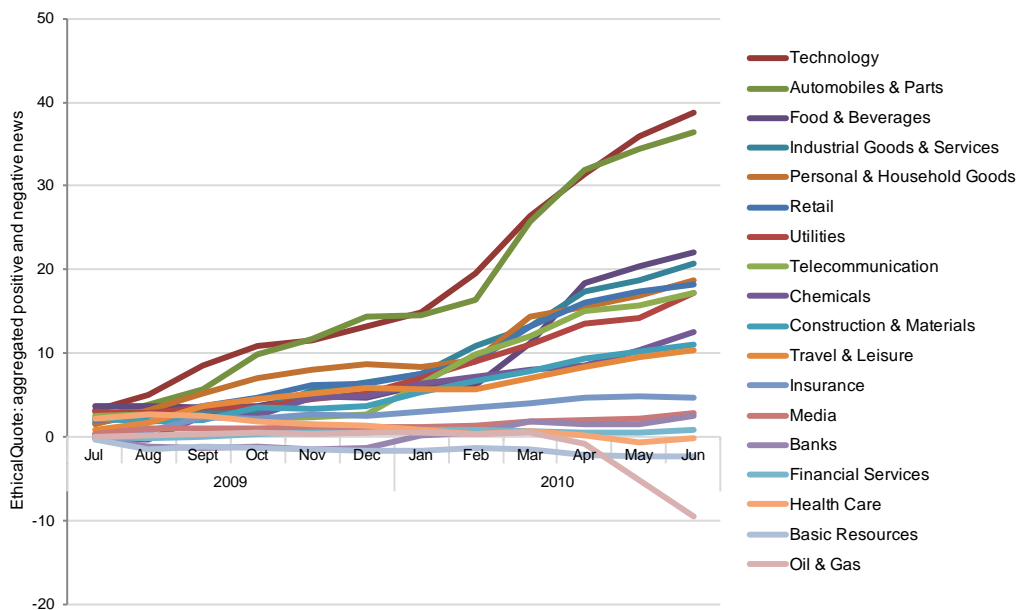


Looking at the 2002 - 2010 (Jun) time frame, the Banking sector is ranked in 10<sup>th</sup> place, ahead of Travel & Leisure, while Technology Hardware and Automobiles & Parts are first.

#### ETHICALQUOTE ACROSS SECTORS - LAST YEAR PROGRESS

Now, let's look at what happened over the last 12 months. The next chart compares the average score of 18 sectors in the Jul 2009 - Jun 2010 period.

18 sectors: EthicalQuote Jul 2009 - Jun 2010, average, indexed to 30.06.2009

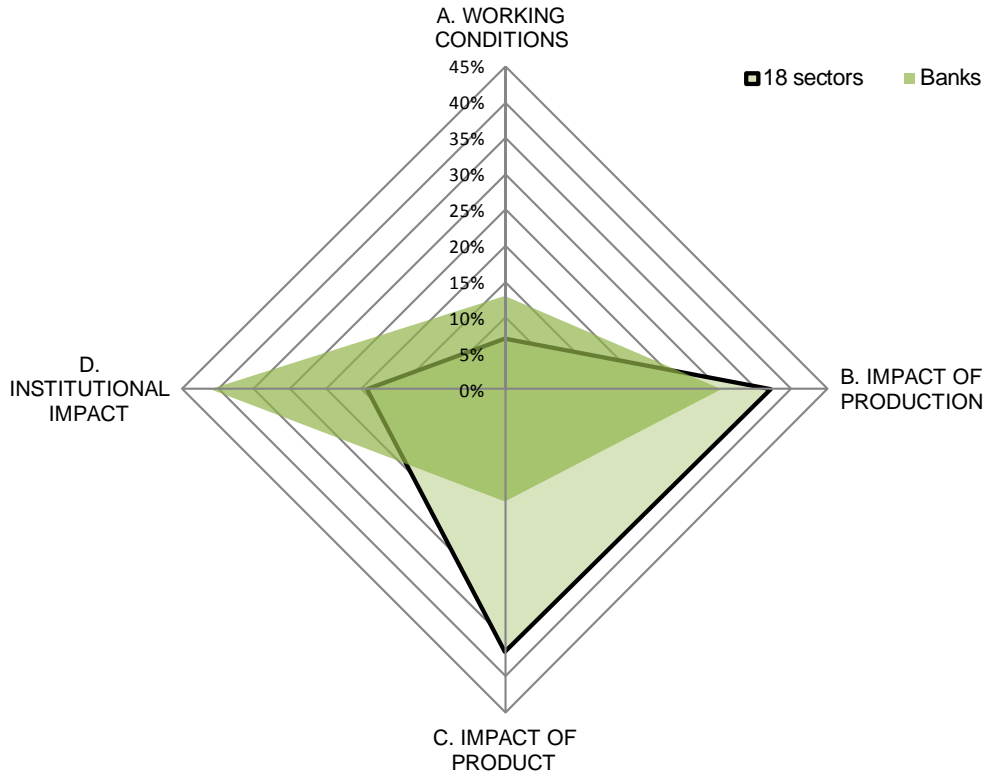


The Banking sector experienced a mitigated period from July 2009 to June 2010, reaching the 14<sup>th</sup> rank among 18 sectors.

### BANKS VS 18 SECTORS: GROUPS OF CRITERIA (POSITIVES)

The radar chart and table below compare the distribution of positive news among the four groups of criteria for Banks with that of the other sectors.

Banks vs 18 sectors: news by criteria groups, Jul 2009 - Jun 2010



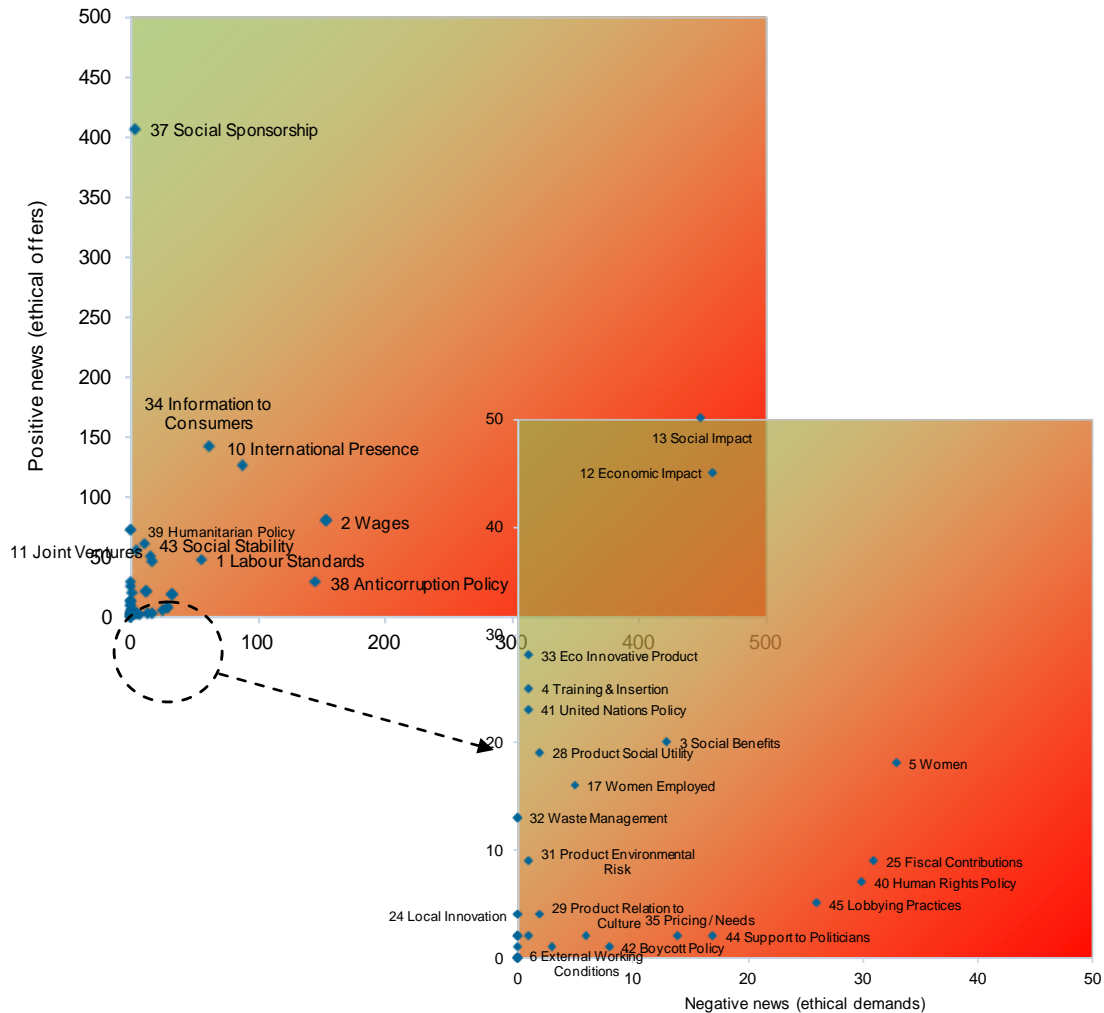
Compared to the 18 sectors, Banks present relatively more positive news in criteria groups *D. Institutional Impact* and *A. Working Conditions* and much less in *C. Impact of Product* and *B. Impact of Production*. **The Impact of Product criteria group only represents 16% of positive news registered on Banks, against 37% for the 18 sectors benchmark.** This should give food for thought.

Criteria group (positives)	Difference	18 sectors	Banks
A. WORKING CONDITIONS	6%	7%	13%
B. IMPACT OF PRODUCTION	-7%	37%	30%
C. IMPACT OF PRODUCT	-21%	37%	16%
D. INSTITUTIONAL IMPACT	22%	19%	41%

**CRITERIA IN BI-DIMENSIONAL SPACE – LAST YEAR**

The criteria below are located in bi-dimensional space according to the quantity of positive news — on the vertical axis and the quantity of negative news — on the horizontal axis, registered on Banks during Jul 2009 - Jun 2010.

**Banking sector: criteria in bi-dimensional space Jul 2009 - Jun 2010**



Social sponsorship is by far the criteria showing the most positives. This reflects the historically observed inclination of banks for philanthropy and charity donations.

On the negative side, next to the usual suspect (fiscal contributions, anti-corruption policy, lobbying practices), it is striking to see criteria 2. *Wages* so far in the red zone - aren't banks known for offering good salaries? This remains certainly true in absolute terms. What is at stake here are CEO compensations, bonuses for traders, and the differential between the highest and lowest salaries.

It is also interesting to see criteria 5. *Women* located so far in the red zone. Bank of America, BNP Paribas and Citigroup have all been heavily criticized in relation to remuneration, benefits and promotions denied to women. We believe that the **wages and women issues, together, constitute one of the most dangerous combination for the ethical reputation of banks.** As women are few in top positions, and as top positions receive highly superior remunerations, women are therefore mechanically less paid than men. The perception of this situation should generate important criticisms in the future. Smart banks should manage these risks on both sides: remuneration policy and women.

## 5. ANNEXES

Covalence Banking Sector Report 2010: [Offer and Order Form](#)

### Covalence Company and Methodology

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- > [Sources](#)
- > [Criteria](#)
- > [Universe](#)
- > [Publications](#)

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