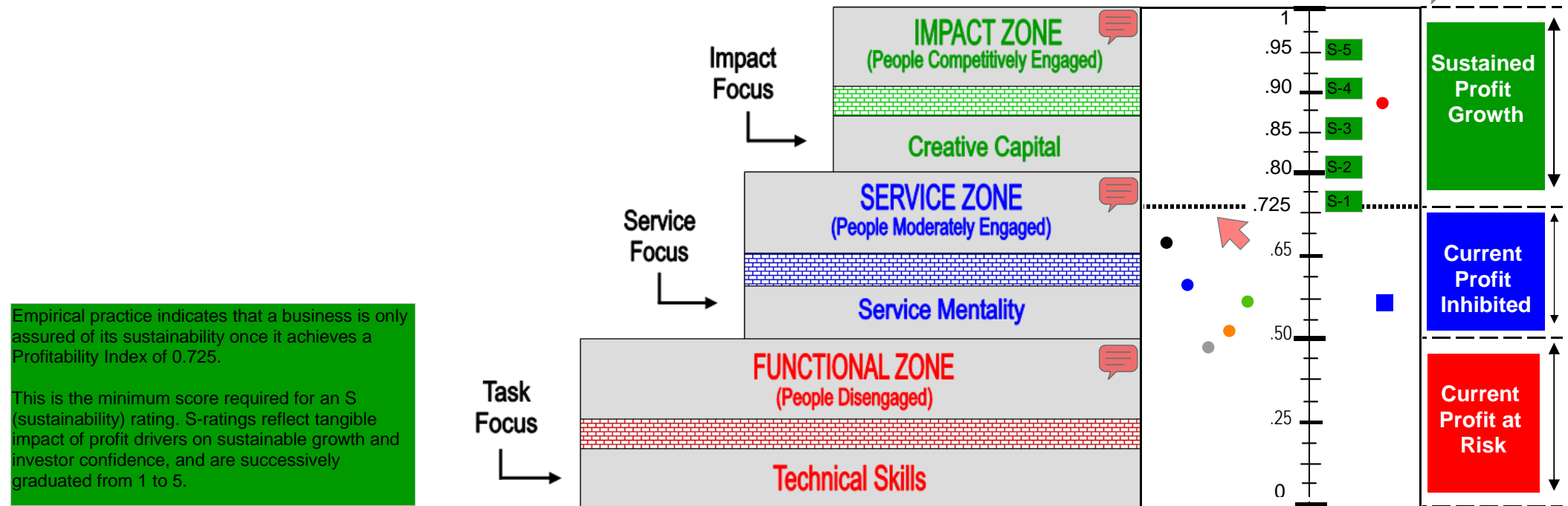


Example Ltd - M.D. - Joe Bloggs (July 2009)

PROFIT DRIVERS	MEASURES	SYMBOL	INDEX
Benchmark	Perceived Strategic Effectiveness	●	0.88
Leadership - Team	Embedded Vision & Strategy	●	0.67
"H" Factor	Unique Human Differentiators	●	0.59
Risk & Reward	Financial Motivation	●	0.46
Innovation	Creation of New Value	●	0.51
Customer Impact	Impact on Customer Spend	●	0.56

Profitability Index 0.56



Empirical practice indicates that a business is only assured of its sustainability once it achieves a Profitability Index of 0.725.

This is the minimum score required for an S (sustainability) rating. S-ratings reflect tangible impact of profit drivers on sustainable growth and investor confidence, and are successively graduated from 1 to 5.