

Case Study:  
SRI within a Japanese  
Financial Institution

at KATOOMBA V

November 6th, 2002

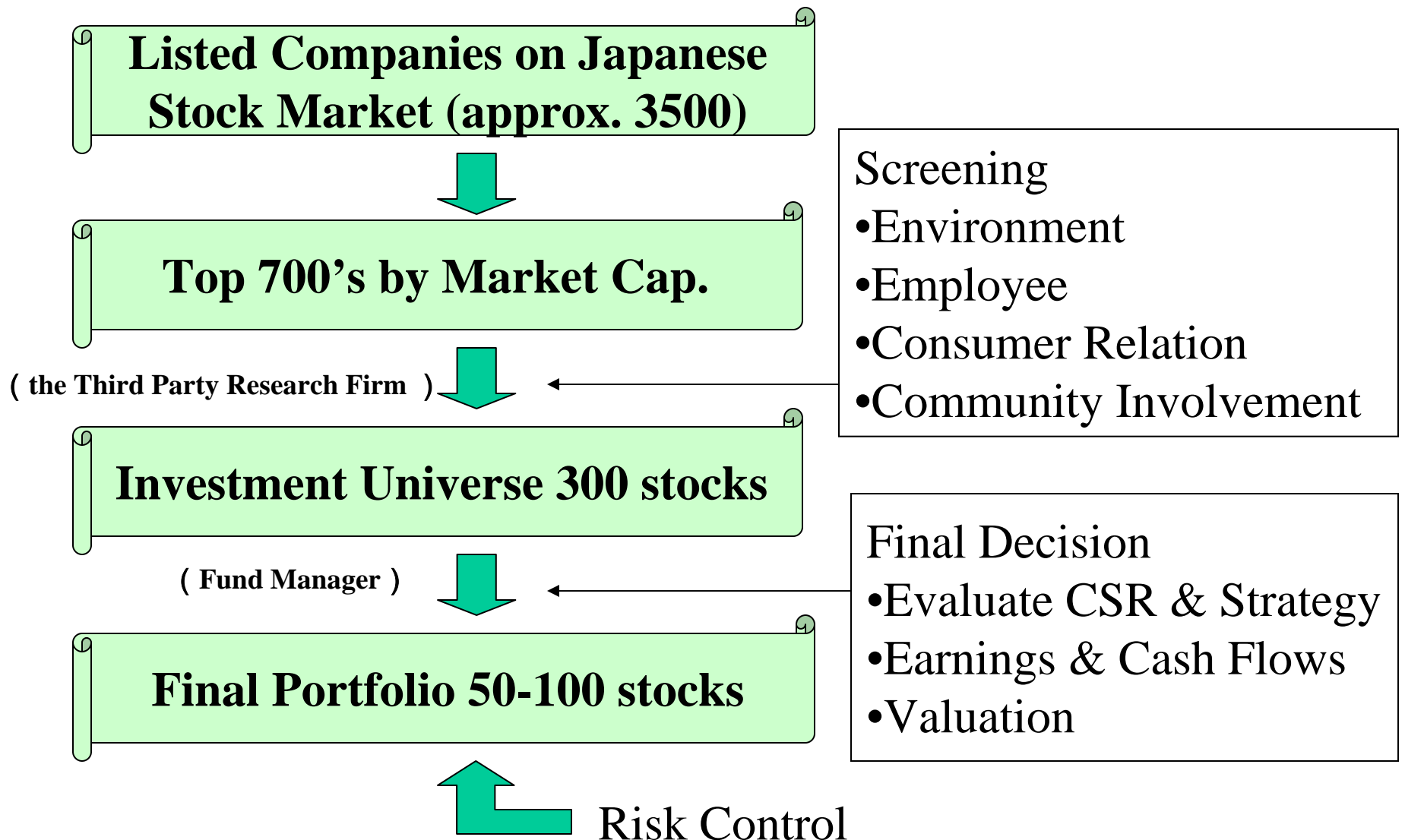
Tadashi Hayami

Asahi Life Asset Management Co., Ltd.

# Our Commitment

- Managing ASUNOHANE Fund.
- Supporting NGOs
- “ SRI Lounge “

# Investment Process in Asunohane



# Frameworks

**Concept :**

Mission & Vision

**Strategy :**

Social  
Responsibility

Competitive  
Strategy

**Operation :**

**Environment**

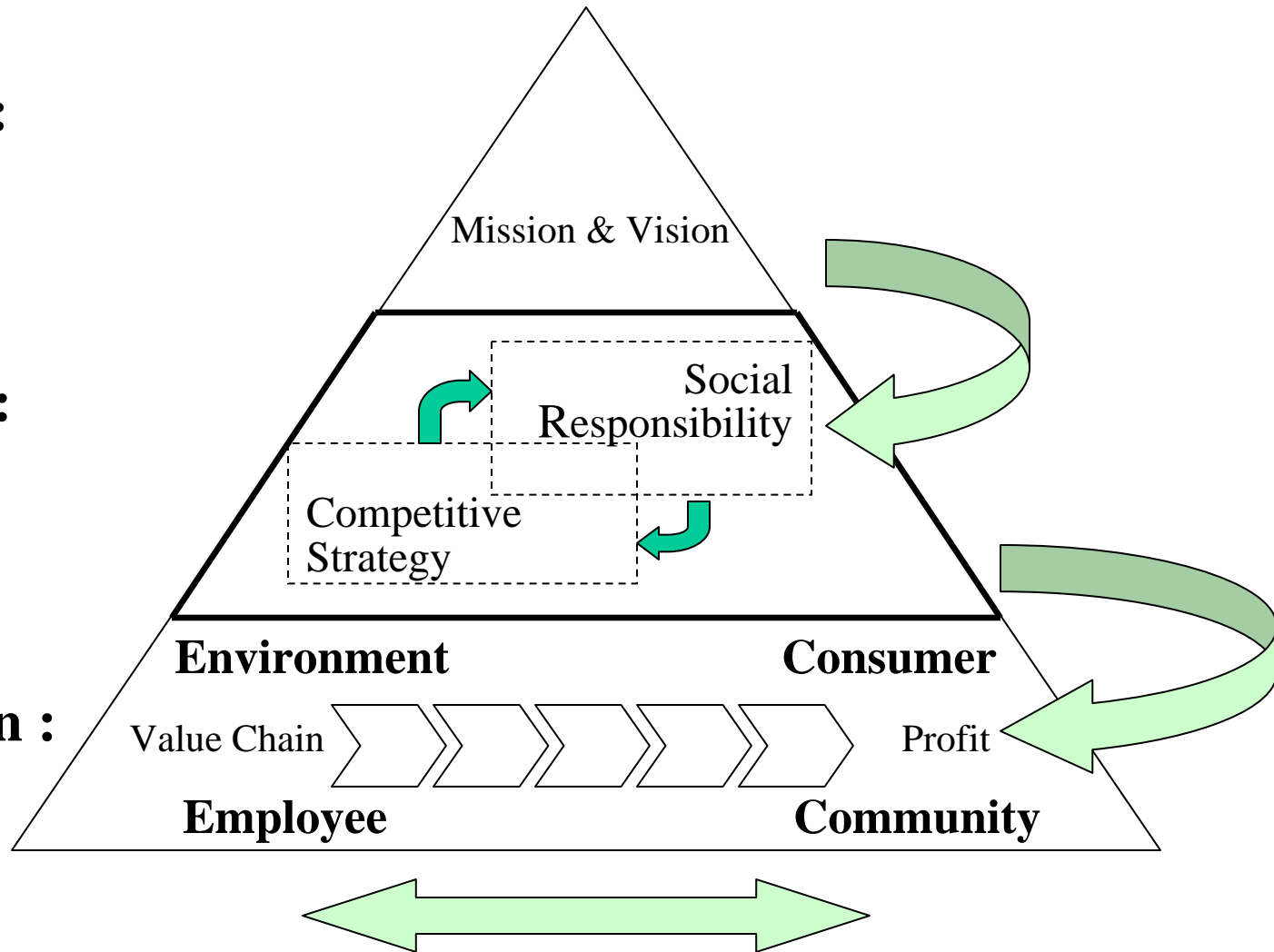
**Consumer**

Value Chain

Profit

**Employee**

**Community**



# Objective and Philosophy

- Long-term Capital Growth Investing in Sustainable Companies.
- Multi Stakeholder Approach
- Corporate Social Leadership