



Quantitative Research Group's sustainable investing alpha signal, Purpose Driven Alpha (PDA), is coined from our intellectual properties, developed over the past decades, which provide a range of bespoke global models and turnkey portfolio strategies to institutional asset owners and managers. As such, PDA is a natural evolution of our alpha generating engine and a timely response to the fast growing need, in the global sustainable investing marketplace, for disciplined and robust investment signals and alpha creating solutions that leverage Negative or Exclusion Screening, ESG Integration, and other strategies formalized by Global Sustainable Investment Alliance (GSIA).

QRG PDA is engineered with alpha as its primary objective. As such, it provides asset owners and managers a flexible framework that supports a range of investment research and analysis objectives from expanding existing to creating new sustainable signals and strategies with meaningful diversification as well as value creation to meet product development and business growth goals.

We welcome your feedback:  
[info@quantresearchgroup.com](mailto:info@quantresearchgroup.com)  
[www.quantresearchgroup.com](http://www.quantresearchgroup.com)



# Purpose Driven Alpha™

## Clearing Financial Returns Hurdles in Sustainable Investment

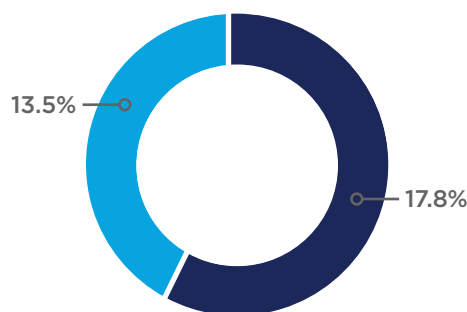
More than  
**\$30 TRILLION**  
invested in seven strategies across five major markets tracked by GSIA

**75%** asset managers “adopted sustainable investing” and **89%** devoting more resources “in the next 1-2 years”

Negative or Exclusion Screening has highest allocation at **\$19.8 TRILLION** among GSIA's standard strategies

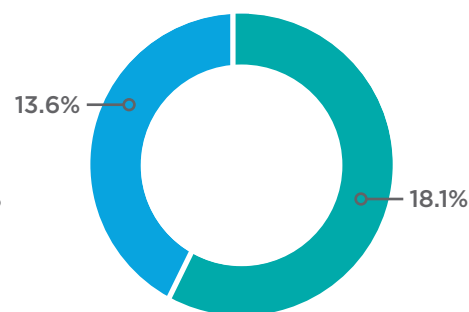
Below are backtest (hypothetical) results, from January 2010 to June 2018, of our PDA signal in a Negative or Exclusion Screening strategy application for the U.S. Markets, where we filtered out the Energy sector based on S&P Global's classification. PDA LargeCap and SmallCap generated **4.30%** and **4.50% excess returns** to their respective benchmarks.

LargeCap Ex-Energy



■ QRG PDA ■ Russell 1000® Index

SmallCap Ex-Energy



■ QRG PDA ■ Russell 2000® Index

Moreover, the PDA LargeCap's **1.04** and SmallCap's **2.29 information ratio** indicate the strategies created more than one unit of return for each unit of risk. Please see our methodology, Summary Statistics details, and disclosures.