

Value for Your Values

Socially responsible investing can be good for your conscience **and** your portfolio



Studies show that *socially responsible investing*, or *SRI*, is becoming increasingly popular.¹

- SRI in the United States is now growing at a much faster pace than the broader universe of all investment assets under professional management.
- From 2005 to 2007, SRI assets increased more than 18% while all investment assets under management edged up by less than 3%.
- Nearly \$1 out of every \$9 under professional management in the U.S. — 11% of the \$25.1 trillion in total assets under management — is targeted to socially responsible investments.
- With more than \$1.9 trillion in assets, socially screened separate accounts constituted the bulk of SRI assets tracked in 2007, up 28% from \$1.5 trillion in 2005.

In fact, more mainstream money managers are incorporating social and environmental factors into their investment decisions in response to investor demands.

What is SRI?

Simply put, SRI allows individual investors and institutions to create portfolios that reflect their personal, social, and environmental concerns by avoiding certain stocks, such as those in the alcohol, firearms, gambling, military weapons, nuclear power, and tobacco sectors.

By excluding these types of holdings from their portfolios, socially responsible investors seek to meet their financial goals while ensuring their personal investment decisions have a positive impact on people and the planet.

(Continued on the reverse)

¹ Social Investment Forum, *2007 Report on Socially Responsible Investing Trends in the United States*.



Customize Your Portfolio to Reflect Your Values

A Custom Style Portfolio from Curian makes it easy

The proliferation of investment products that utilize social screens has contributed to SRI's increasing popularity among investors of all ages. Additionally, investors today are better educated than ever before, which means they are able to make informed choices that are in line with their beliefs.

Exploding the Performance Myth

Is it possible to own companies that make positive contributions to society — and also provide attractive returns?

In a word, yes. According to a 2005 study by the Social Investment Forum, a national nonprofit organization promoting socially responsible investing, “... *empirical research has repeatedly confirmed that, when properly managed, risk-adjusted, and controlled for investment style, socially screened portfolios perform comparably to their unscreened peers.*”

If you are among the growing number of investors who want to integrate your personal values and societal concerns with your investment decisions, Curian can help.

Curian's Custom Style Portfolios provide broad diversification across multiple asset classes, investment styles, and institutional money managers. What's more, you can customize your portfolio to suit your needs and preferences with the guidance of your Financial Professional and Curian's in-depth consultation process. With a Custom Style Portfolio, you can:

- **Exclude entire social sectors**, including adult entertainment, alcohol, animal welfare, board diversity, contraceptives/abortifacients, environmental performance, firearms, gambling, human rights, labor relations/workplace issues, nuclear power, stem cell research, tobacco, and weapons/military.
- **Exclude specific companies** as you see fit.
- **Be assured of continuous monitoring and oversight** of money managers and portfolios to ensure your investments stay on track toward achieving your goals. Plus, you can update your investment instructions at any time as your financial situation and preferences change.

An investment with Curian lets you tailor your portfolio to your personal needs and desires — while enjoying the benefits of a professionally managed, efficient, well-diversified portfolio.

To learn how a Curian Custom Style Portfolio can help you align your investments with your values, please contact your Financial Professional today.

For more information on the Curian Custom Style Portfolio Program, including fees and expenses, please call toll free 1-877-847-4143 for a free Wrap Fee Program Brochure. This brochure is also available from your Financial Professional. Please read the Wrap Fee Program Brochure carefully before you invest or send money.

Separately Managed Accounts charge a single, all-inclusive fee, which covers the ongoing costs inherent in the ownership of all of the securities that may be placed in the account, as well as the advisory, program, brokerage execution, securities settlement and Financial Professional services provided. This fee typically is assessed on a sliding scale depending on an investor's portfolio strategy and the amount of assets held in the account. Please consult your Financial Professional for more details.

Investments in the Curian Custom Style Portfolio Program involve investment risk, including possible loss of principal amount invested. Investment return and principal value may fluctuate so that the investment, when redeemed, may be worth more or less than the original investment.

Curian Capital, LLC acts as the Registered Investment Advisor for Curian Custom Style Portfolios. Curian Clearing, LLC (member FINRA/SIPC) is the exclusive broker for these programs, for which it provides brokerage execution, processing and custody services.