WHY ESG RATINGS MATTER

Low ESG scores block your company off from trillions in investor capital

Asset managers are raising ESG requirements for investments

Fruuit analyzed MSCI's list of the top 20 global sustainable equity funds. The funds, representing $180 billion USD, revealed an average **cutoff of a BBB grade.**

48%

of the capital in these funds were allocated solely to **AA and AAA** companies.

Companies rated below BBB **miss out on $3.4 trillion** from ESG funds, while ESG leaders have exclusive access to a growing **$1.6 trillion** pool of capital.

FRUUIT CONSULTING

Based on Morgan Stanley's analysis of accelerating ESG fund inflows, missed financing opportunities each year due to low ESG scores project to rise by

20%

2023 ESG funds outperformed traditional funds **12.6% to 8.6%** and outgrew them in relative AUM **21.1% to 16.3%.**

North America is soon to experience massive change in investing with ESG risk at the top of mind.

At the same time, debt financing is getting more expensive.

ESG scores directly impact credit ratings and the cost of debt.

The Institute of International Finance (IIF) has shown that a single ESG grade difference is correlated with bond yields of

1.2%

By moving from laggard or average to ESG leader, raising your ESG score can:

1. Decreases cost of debt by up to 5%
2. Unlocks trillions in exclusive investor capital

Learn more about ESG ratings at fruuitconsulting.com