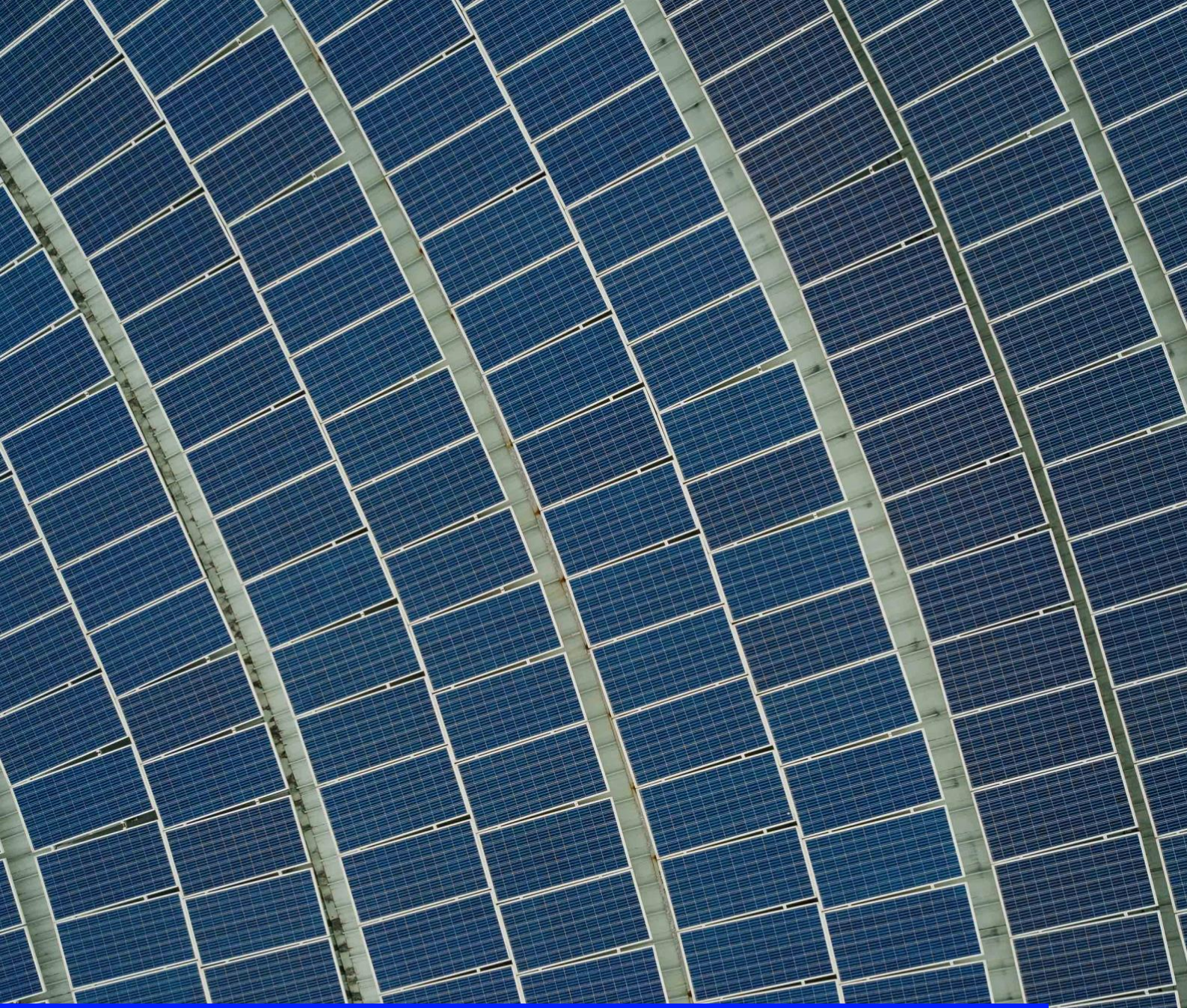




ESG Reputation Intelligence

MarketPsych Analytics For Global Companies



ESG Intelligence

Maha Global uses MarketPsych ESG to Power their Reputational Intelligence Platform



In the ESG data industry stakeholders demand accuracy, comprehensiveness, timeliness, and actionable insights. MarketPsych's ESG dataset excels in these areas, making it a valuable asset for Maha Global's Reputational Intelligence platform, Darwin. The dataset's ability to analyse corporate sustainability-related news and social media in near-real time ensures that stakeholders have access to the most current information available.

MarketPsych's ESG analytics leverage a sophisticated AI-based natural language processing (NLP) engine to analyse millions of daily articles from global news and social media outlets. This technology allows for the extraction of nuanced ESG insights across various dimensions, including environmental, social, and governance factors.

Unique Tracking Scores

The advanced package of MarketPsych's ESG analytics includes over 300 indicators for companies and 456 for countries, updated minutely, hourly, and daily. These granular scores such as WorkplaceConditions, PublicHealthEfforts, and ManagementTrust help organizations benchmark their ESG performance against peers and industry standards, driving continuous improvement.

Uniquely, MarketPsych measures ESG commentary from only the external perspective – corporate communications and quotes are filtered out – rendering the outside perspective on a company's ESG activities. Half of the MarketPsych ESG Advanced analytics cover ESG controversies, allowing users to measure the negative commentary about a company without the distortion of corporate "greenwashing."

ESG Research

Research has shown that companies with higher ESG controversies often [experience lower returns](#), higher volatility, and increased corporate bond spreads. Conversely, firms with more trusted management teams tend to have [greater investment inflows](#). MarketPsych's dataset supports these findings by providing real-time sentiment scores on various ESG factors, helping users make informed decisions that can positively impact financial performance.

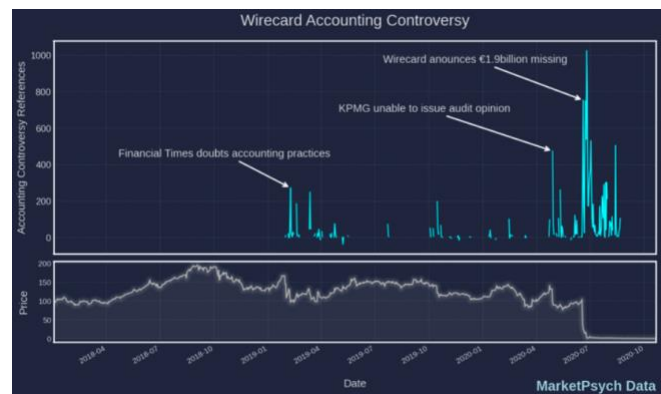


Figure: Wirecard experienced undesired attention from international news publishers over a year before their audit. Their accounting controversy score rose with each development and provided perceptive firms with an early warning indicator of their grim fate. Simulated historical portfolios reveal that companies with high levels of accounting controversies in the media frequently underperform the market.



Figure: Luckin Coffee received international ire when the Muddy Waters report was first released via Twitter, but it took two months for their share price to collapse when the legal review concluded they had fabricated their sales figures. Their ESG Controversies score dropped systematically from the 70th percentile to the first percentile on the day of the report release as the report was treated with credibility and spread throughout social and news media.

MarketPsych's dataset covers 120,000+ companies and 252 countries and territories with over 100 metrics scored for each. Historical coverage ranges back to 1998 and includes 13 languages. Clients can perform comprehensive historical analysis with the point-in-time coverage, trend identification, and improve understanding of long-term ESG trends.