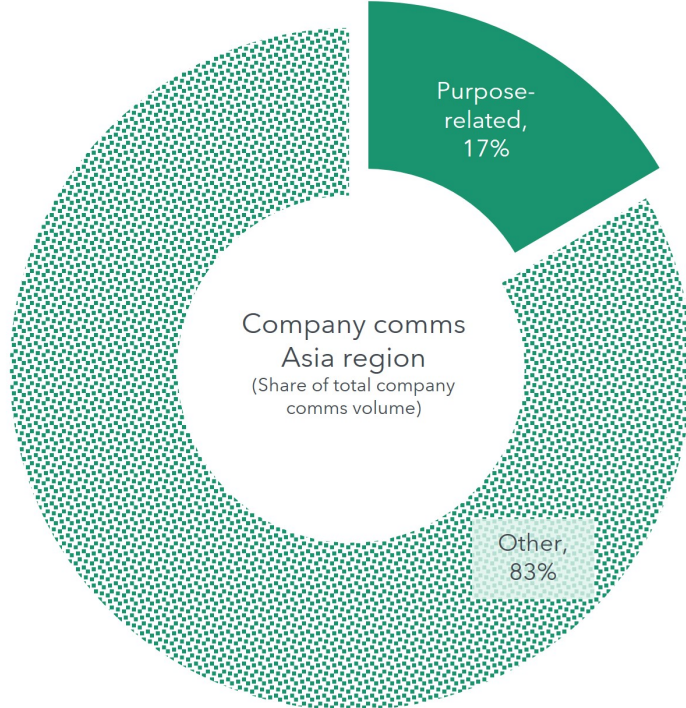


# What is the share of purpose-related company comms and public engagement in Asia?

**Company comms** are social media tweets and posts from our sample companies



**Public engagement** is 'likes' and 'shares' of company comms

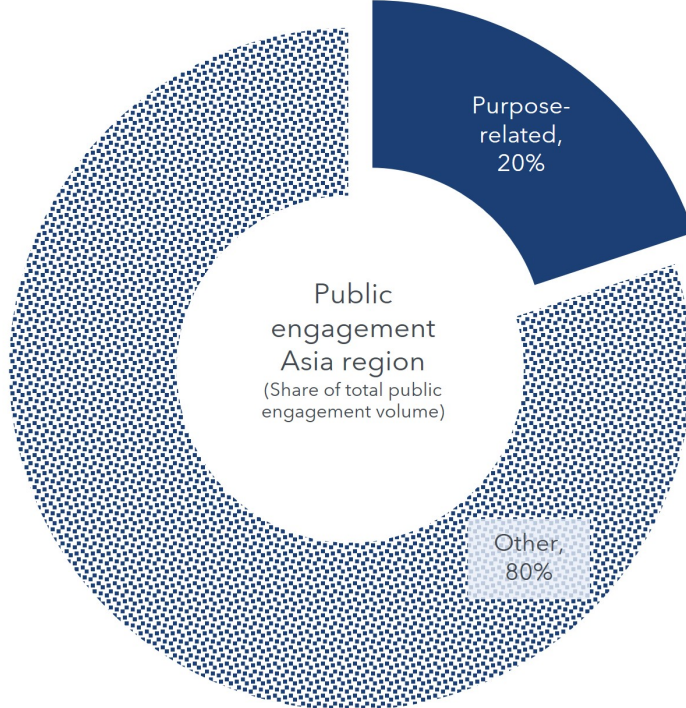


Chart data: 12-months aggregate (Aug-20 to Jul-21).

Source: The Conference Board | Quilt.AI Asia Corporate Purpose Monitor