

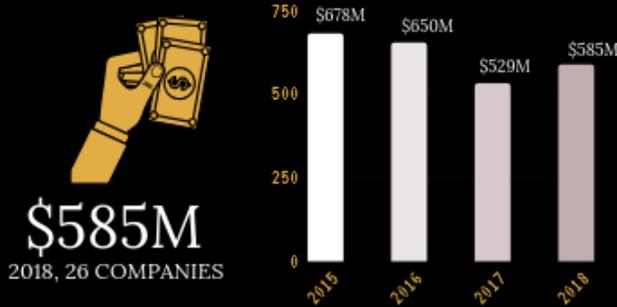
GIVINGLARGE 2018 PREVIEW

Preliminary analysis of the 2018 GivingLarge dataset.

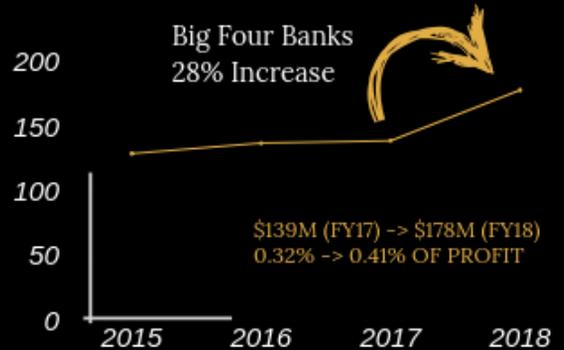
The following infograph is a snapshot of the community contributions of ASX50 companies that reported figures in 2018. The full GivingLarge report analysing data from all companies, will be published in the coming months.

TOTAL CONTRIBUTIONS

Results from 26 companies that reported 2018 figures by year end



NOTABLE FINDING FOR THE FINANCE SECTOR



CONTRIBUTION AS A PERCENTAGE

0.66%

OF PRE-TAX PROFIT

2017	0.66%
2016	1.26%
2015	0.69%

0.45%

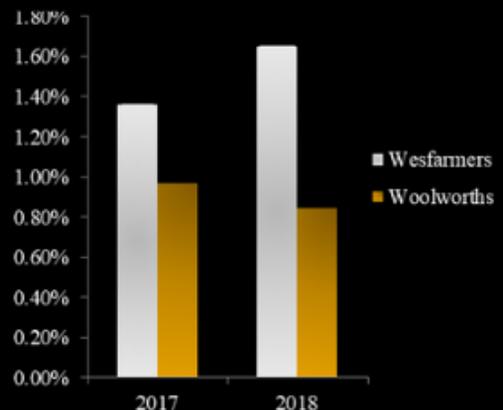
OF EARNINGS (EBITDA)

2017	0.52%
2016	0.71%
2015	0.52%

"Significant increase in giving from the big 4 banks in 2018"

CONSUMER SECTOR CONTINUES TO GIVE GENEROUSLY

Contribution as a % of Earnings



Significant Growth in Giving Vs FY17

WESFARMERS
SOUTH32
VICINITY CENTRES
STOCKLAND

MIRVAC
CBA
ANZ
NAB

>20% GROWTH



Wesfarmers increases their % giving & leadership over Woolworths

2018 GivingLarge Preview

A preliminary analysis of the 2018 GivingLarge dataset

Did ASX50 companies give more to the community in 2018? Signs point to yes.

Following the publication of our inaugural GivingLarge report last year, we are pleased to now be collating the data for our 2018 review. This summary represents a preliminary analysis of our 2018 dataset, highlighting some key insights from the 26 (ASX50) companies that reported numbers by year end 2018. It provides a useful indication of the type of findings we anticipate in our full report (analysing data from all companies) due later this year.

Last year was full of headlines for much of the business world with most eyes glued to the unravelling of the financial services royal commission. As the final commission report was handed down - just weeks ago, our preliminary analysis was also progressing and we began to observe a notable trend of our own for the finance sector, **a significant increase in community giving in 2018**. As the Royal Commission conducted countless hearings, interviews and audits into the misconduct of the sector, these companies were seemingly reaching further into their deep pockets to give greater amounts to the community around them. The big four banks alone contributed an extra 28 per cent compared to 2017. Was this a knee jerk reaction to the scrutiny being placed on these companies during this time, or a natural progression resulting from strong sector profits in 2017? Either way, this significant change for our community was not to be sneezed at. The largest increases came from CBA, NAB and ANZ, who collectively lifted their giving by more than \$37 million. These extra funds were funnelled to community causes such as education, health/medical research and financial literacy and inclusion.

Importantly, the finance sector wasn't the only one to have significant increases in community contribution in 2018. Our analysis reveals likely increases in contributions from both the real estate and consumer sectors compared with 2017. For our real estate giants, there has been significant increases from companies like Stockland, Mirvac and Vicinity Centres. For the consumer conglomerates, it was Wesfarmers that continued to stand out, leading the way in 2018 with sizeable increases in giving over Woolworths. Eyes will continue to be on Wesfarmers in 2019 and beyond due to the recent demerger of Coles group, whose operations were believed to constitute the largest part of the Wesfarmers giving pie.

While we eagerly await the full year findings and a chance to highlight the sector leaders, this snapshot gives us some timely and predictive insights as to what to expect. Pleasingly, overall analysis from our cohort suggests that total giving for the ASX50 in 2018 will grow, thanks to the significant increases from the above sectors. Let's hope that these increases in community contribution create an environment of healthy philanthropic competition, further encouraging increases in giving & transparency from all companies

Jarrold Miles
Strive Philanthropy

About Strive Philanthropy

Strive Philanthropy is an organisation dedicated to highlighting the remarkable philanthropic efforts of Corporate Australia within our community. By showcasing corporate generosity through focussed research and public awareness efforts we will help to drive valued social change, increased transparency and increased community contributions. Strive has its sights set on working with companies to rapidly grow their mean percentage community investment. A goal that could drive millions of dollars to the Australian community.

About GivingLarge

The GivingLarge Report and corporate index sets out to highlight the considerable community contributions being made by some of Australia's top companies. The research conducted annually by Strive Philanthropy analyses the publicly available reports of the ASX50, compiling their community investment statistics to develop a unique data set aimed to draw attention to corporate Australia's efforts in this area. The findings of this report will: Inform future corporate behaviour in community investment; encourage increased contributions & transparency; stimulate best practice sharing and create an environment of healthy philanthropic competition.