

MEASURE CORPORATE ACTIONS THAT MAXIMIZE SHAREHOLDER VALUE.

The Return on Disability® (RoD) Rating Explained

The RoD Rating is a proprietary fundamental rating system that measures a company's activity in the disability space as it relates to the creation of shareholder value.

Drawn from a universe of 302 business drivers – focused on customers, employees and productivity – RoD measures 20 publicly observable data points. The data points are subsequently weighted to reflect the relative importance in value creation for each company.

The result is one number – The RoD Rating.

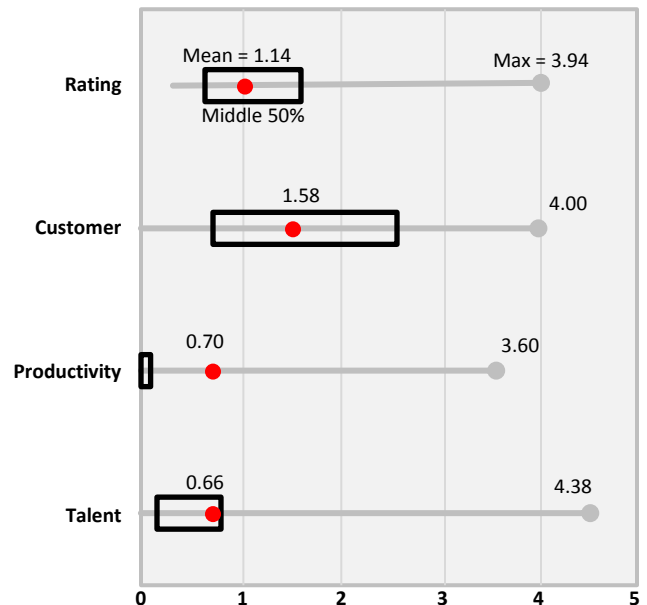
The economic rationale is strikingly simple.

We have found that companies that perform well in disability are highly responsive to their customers, and thus outperform peers in revenue growth.

Disability is an inspiration for lean process, breakthrough innovation and a new source of diverse talent – driving productivity.

Our research shows that companies that score well on RoD, consistently grow shareholder value as measured by long-term stock price appreciation.

TABLE 1. SUMMARY RoD RATINGS ANALYSIS



- The RoD Rating has 3 main categories:
 - Customer
 - Talent
 - Productivity
- The average Rating for the top 50 firms in Canada LargeCap is 1.14 (0 = low, 5 = high)
- The average Rating of the Top 10 firms in Canada LargeCap is 2.58. The top Rating is 3.99.
- 66% of the largest 282 Canadian firms do not register a rating.

Contact us today to find out your score and how disability can help you to outperform.