

## CANDIDATE STATEMENT, BIOGRAPHY, SIGNATORY AND COMPARATIVE INFORMATION FORM

Full legal name: **Mariem Mhahdhbi**

Job title: **Co-founder and CEO**

Signatory organisation name: **Valuecometrics**

Signatory organisation(s) seconding your candidacy: **EthiFinance; Sustainable Platform**



### CANDIDATE STATEMENT

Dear all,

My name is Mariem. I believe the PRI, as an international UN association, has an important role in leveraging finance and markets to address environmental, social and governance issues. I want to bring there the voice of young generations and entrepreneurs, whose outstanding projects can really make a difference if scaled.

I am an engineer by background, which has always helped me get the big picture and leverage technologies to move forward. I once built an online marketplace and have been diving into Blockchain over the last 3 years. I consider myself a digital entrepreneur and a change-maker.

I had the opportunity to work in diverse areas of finance: financial markets, asset management and service providers. I assumed various roles, both technical and commercial, from risk management to structuring and sales, in different locations across the globe: Amsterdam, New York, Brussels, and Paris.

I noticed that, in prominent international organizations, sustainability and technology often struggle to operate together. I am dedicated to bridging that gap because I am part of both worlds.

The challenges we face today are of concern to all of us and need to be tackled together on a global scale. From addressing the climate crisis to exploring the opportunities offered by decentralized protocols, the finance industry has a role to play in building a world for generations to come. Sometimes, the solutions are technically straightforward but require mostly adoption.

The mission of the company I have built, ValueCoMetrics, is to leverage collective intelligence to bring responsible investment to the top of investors' agendas through research and collaboration. I use my thought leadership to try to federate a community of corporates, asset managers, asset owners and service providers around this vision internationally.

I measure the responsibility of PRI board members towards the actors they represent. I intend to bear the voice of service providers so that their game-changing innovations can achieve their full potential. I believe

collaboration is the best way towards transition and will do my best to federate responsible actors around meaningful initiatives that can set the tone for a more sustainable economy.

## BIOGRAPHY

Mariem grew up in Tunisia, studied in France and Canada. With an engineering degree from the *Ecole des Mines* specialising in financial mathematics, she started her career within the *ING* Talent Program in Amsterdam before working on credit structuring in New York a few days after the collapse of Lehman Brothers. She moved back to Europe later to do equity derivatives structuring, and then structured products sales in Brussels.

In 2013, Mariem joined *Degroof Petercam* in Paris to cover institutional clients on their investments needs. She extended her maternity leave to found YEMP, the first responsible event-planning marketplace, in 2016.

In 2018, she went back to school for executive education at *INSEAD* before joining an advisory boutique as a tied agent covering institutional clients on treasury solutions.

During Covid, Mariem realized that models used in Financial Markets do not take into account at all the survival of the human species, in spite of the multiplication of ESG metrics. While doing research on new valuation models that explicitly integrate ESG, she realized there is a huge diversity of opinions around the ESG performance assessment of companies. Diversity is healthy but needs to be properly grasped. Mariem co-founded *ValueCoMetrics* (Value for Values, Co for together and Metrics for measurement) to capture investors' opinions on the ESG rating of a listed company. Her goal is to bring more clarity, insight and engagement not only between Asset Managers and Corporates, but also between Asset Owners and Asset Managers.

Mariem is certified from the *Barret Values Center* and holds a Blockchain certification from *MIT*.

She is member of the *Société Française des Analystes Financiers*, the *Acteurs de la Finance Responsable*, *Ecocivilisation* and the *Entrepreneurs Organization*.

As part of her major interest in technology, she is part of a think tank working on Blockchain. She enjoys painting, jogging, and trekking.

## SIGNATORY ORGANISATION INFORMATION

ValueCoMetrics is a Data, Research and Analytics mission-driven company that aims to explicitly integrate environmental, social and human criteria into corporate performance and market valuations. We seek to develop services based on cutting-edge research, conducted in-house and with academic and private partners.

We are creating a new set of data that brings harmony and clarity to the ESG space and reinforces engagement, not only between Asset Managers and Corporates but also between Asset Owners and Asset Managers. In order to create circularity in ESG Data, some of our services are free of charge for investors who contribute proprietary data and the rest is paid for as part of a SaaS subscription. Participation in research initiatives is free of charge and we contribute our own proprietary data without financial compensation to encourage maximum cooperation around research.

Specifically, ValueCoMetrics confidentially collects proprietary ESG scores developed in-house by professional investors. Valuecometrics thus captures market sentiment on a company's sustainability factors and provides:

- Companies/issuers: analyses to improve their CSR strategy,
- To asset managers: market signals on companies' ESG trajectories, benchmarks, a collective shareholder engagement tool, research, a tool for managing extra-financial risks and monitoring ESG-related reputational risks,
- For fund selectors: a tool for quantitative comparison of funds on ESG strategies, an assessment of ESG affinity with their pre-selected funds, contribution/attribution analyses of their extra-financial performance.

As data contributors, investors have privileged free access to collaborative research initiatives and participate in providing collective feedback to all companies in their investment universe. This strong commitment allows companies to improve their CSR practices and research to find new multidimensional return models.

## SPECIFIC EXPERTISE

### DIGITAL TRANSFORMATION AND GOVERNANCE SKILLS

- On digital transformation:
  - a. Thought leadership on ESG & Blockchain : recently spoke at [datanatives](#) in Berlin, [talk](#) at [La Tribune](#), main french media.
  - b. Part of a few think tanks on Blockchain & Innovation such as [lconomie.fr](#)
  - c. Built a marketplace from scratch in 2016 and spent 3 years at [StationE](#), world's biggest start-ups campus.
  - d. Member of multiple powerful international networks in tech such as: [Techstars](#), [Entrepreneurs Organization](#), [Kinnernet](#), [Wilco](#), [Finance Innovation](#)
  - e. Certification in Blockchain & Innovation from MIT.
  - f. Engineering Background from Ecole des Mines.
- On Governance:
  - a. Worked on mathematical models to find optimal consensus between independent organisations.
  - b. Management Acceleration Program at INSEAD
  - c. Former member of [Synopia](#), a think tank dedicated to improving governance practices in France and in Europe.
  - d. Member of [Friends of Europe](#), a think tank that developed expertise on **Digital&Data Governance**, but also on **Climate, Energy & Sustainability**.

## GENERAL

### DEMONSTRATED LEADERSHIP WITHIN RESPONSIBLE INVESTMENT, ESG EXPERTISE AND OTHER EXPERIENCE RELEVANT TO THE LONG-TERM SUCCESS OF THE PRI.

1. Leadership
  - a. Co-founder and CEO Valuecometrics, a new innovative player in the responsible finance industry.
  - b. Was awarded the Finance Innovation label for the innovation brought by Valuecometrics' business model and the potential of this system to bring change in the responsible finance industry.
  - c. Thought leadership internationally materialised by many public appearances on ESG- and tech-related topics in events and academia [AFCM Virtual Annual Conference - Bahrain 2022 \(Track1/Panel9\)](#), [datanatives](#),
2. ESG expertise
  - a. Planet Positive 2030 working group with [IEEE](#).
  - b. Member of the French society of financial analysts [SFAF](#)
  - c. Member of [Acteurs de la Finance Durable](#).
  - d. Member of [EcoCivilisation](#)
  - e. Impact working Group with [Finance for tomorrow](#).
  - f. Valuecometrics' research was awarded the FIR-PRI awards, demonstrating the innovative approach of our analyses and its potential to be applied by financial actors in a professional context.
3. Relevant experience
  - a. The core business of Valuecometrics is to enable and foster communication within the responsible industry, giving the opportunity to reach out to all stakeholders in the ecosystem,
  - b. Several partnerships already with research institutions to foster initiatives that could benefit the whole ecosystem (MIT, Neoma BS),
  - c. Member of [Finance Innovation](#) and [Techstars](#), demonstrating a strong network among innovative service providers in the finance industry,
  - d. Working experience in the finance industry in various countries including France, the Netherlands and the USA.