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Zurich, 9 May 2008

## **SPG launches Convertible Bond Issue**

**- Issue size of CHF 50 million with a maturity of 5 years and a coupon of 1.50-2.25% -**

Sustainable Performance Group AG, Zurich, (SWX: SPG) today announced that it intends to issue convertible bonds in the amount of CHF 50 million through its subsidiary SPG Public Investments Limited, Guernsey. The life of the bonds shall be 5 years, the coupon 1.50-2.25% p.a. and the conversion premium 10%-15% of the volume weighted average price of the SPG share on the SWX Swiss Exchange of today 9 May 2008. Final pricing is expected to take place after market closing today and will be announced thereafter. The bonds are guaranteed by SPG and are convertible into bearer shares of SPG.

Bank Vontobel AG is acting as Lead Manager for the transaction which consists of a public offering in Switzerland and private placements to eligible institutional investors in certain jurisdictions outside of Switzerland. Application will be made for the convertible bonds to be listed on the SWX Swiss Exchange. Provisional admission for trading is expected for 15 May 2008 and payment shall occur on 20 May 2008. The offering circular will be available to eligible investors upon request from SPG (phone +41 (0)44 687 22 66 or email: [info@sustainable.ch](mailto:info@sustainable.ch)) or from Bank Vontobel AG (telefax no. +41 (0)58 283 70 75 or email: [prospectus@vontobel.ch](mailto:prospectus@vontobel.ch)).

Prof. Dr. Ernst A. Brugger, Chairman of the board of directors of SPG: „Despite the difficult market environment we experience lively demand from investors for our Company, which focuses on the four sustainability themes water, energy, resource efficiency and healthy living. With the convertible bond we approach a broader range of investors and give them the possibility to invest in the aforementioned mega-trends and participate in the related market potential“.

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**Sustainable Performance Group AG** (SPG) is the world's first listed investment company to focus solely on sustainability investments. This investment instrument enables private and institutional investors to benefit from the attractive growth potential of sustainable mega-trends. SPG's shares represent a combination of the future-oriented themes of energy, water, healthy living and resource efficiency. The company's strategic focus is on merging these themes within a diversified portfolio and investing in promising small- and medium-sized companies that are active in those growth areas. The portfolio is supplemented up to a maximum of 10% of total assets through direct investments in young, unlisted companies (private equity). SAM Sustainable Asset Management AG acts as investment advisor to SPG.

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This media release does neither constitute an offer to purchase or subscribe for securities nor a prospectus or similar communication in connection with an offering or listing of securities as defined in Articles 652a and 1156 of the Swiss Code of Obligation and the listing rules of the SWX Swiss Exchange. Furthermore, this media release as well as the information contained herein shall neither actively be distributed or transmitted to the United States of America (U.S.A.), nor be allocated or transmitted to (i) US persons (including legal entities), or (ii) media with a nationwide distribution in the U.S.A. Each violation of these restrictions can result in a non-compliance with US securities law. In addition, any active distribution of this press release or the information contained herein outside of Switzerland shall be carried out in compliance with the relevant national law(s) (see the selling restrictions in the Prospectus for further details).

Finally, investing in investment companies involves specific risks. Any potential investor shall consult carefully the Prospectus and the risk factors and investment considerations set forth therein prior to any investment in these convertible bonds or SPG.