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## Swiss Re expert Adrienne Atwell defines successful sustainability program components

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**New York, 5 June 2003 - Swiss Re Americas Division Head of Sustainability, Adrienne Atwell, said Wednesday that both the lack of time and resources are major factors hampering corporations' and financial institutions' development of sustainability management programs. Speaking at a conference in New York, she also warned, "those who avoid these issues risk falling behind on economic, and potentially, reputational grounds."**

Atwell joined other sustainability industry experts and influencers at the Conference Board's 2003 Business and Sustainability Conference: Implementing Environmental, Economic and Social Objectives: Challenges, Benefits and Rewards at the Waldorf=Astoria Hotel here. The group gathered to discuss the potential advantages and challenges facing corporations as they begin to evaluate and implement sustainability programs.

'Factors such as increased precipitation, change in weather patterns, soil and water pollution and genetic engineering, among others, show that the issue is greater than we are,' said Atwell. 'Yet these issues are exactly the reason corporations need to get involved now and make changes today.'

She added, 'We need to ask ourselves how much responsibility do we take - can we influence factors that present sustainability related risk? How much responsibility do we have to our shareholders or to society at large? The benefits of sustainability management and good corporate governance measures affect a company on myriad levels - value you can't see or touch such as good reputation and long-term legitimacy, as well as higher productivity, quality and innovation.'

'Stakeholders, including shareholders, investors, NGOs, employees and other industry influencers, are looking to us to lead the way and develop solutions for the future - not only financial solutions but solutions that affect the local communities where corporations reside,' said Atwell.

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Atwell concluded her presentation with a synopsis of Swiss Re's corporate philosophy and the reasons the Company is so active with its sustainability measures: 'Swiss Re adds value to our clients' business by anticipating societal trends. We provide in-depth analysis on the nature of risk and make this information available to decision makers and to the public.'

**About Swiss Re**

Swiss Re is a leading reinsurer and the world's largest life and health reinsurer. The company is global, operating from 70 offices in 30 countries. Since its foundation in 1863, Swiss Re has been in the reinsurance business. Swiss Re has three business groups: Property & Casualty, Life & Health and Financial Services. Swiss Re offers a wide range of traditional reinsurance products and related services, which are complemented by insurance-based corporate finance solutions and supplementary services. Swiss Re is rated "AA" by Standard & Poor's, "Aa1" by Moody's and "A+" by A.M. Best.