



**PRESS RELEASE**

**January 24 2012**

## **Vigeo Rates Morocco's 40 Largest Publicly Traded Companies**

**Nicole Notat will present CSR trophies to the 8 "top performers" on January 30<sup>th</sup> in Casablanca.**

Vigeo, the leading European agency in CSR rating and auditing, rated the social responsibility risks of **the 40 largest companies (1) traded in the Casablanca stock market**, for the first time in 2011.

These ratings are distributed to more than a hundred investors and international asset managers – Vigeo's clients. When making investment choices, these financial operators take into account companies' abilities to prove their respect for not only local legislation but also for universal guidelines and standards regarding respect for human rights, the environment, the valorisation of human capital, responsible governance, and business ethics, as well as their commitment to developing the areas in which they operate.

The companies were evaluated according to Vigeo's methodology, including 38 criteria and over 250 indicators, based on publicly available information and clarifications they provide by answering questions from the agency. This information is subsequently cross-referenced with information collected from stakeholders (unions, NGOs, the press, etc.)

**On January 30th, in a ceremony organised by Vigeo in partnership with Aswat, Nicole Notat, president of Vigeo, will present 8 "Top CSR Performers" awards to acknowledge the most committed companies according to Vigeo's referential criteria.**

**Fouad Benseddik**, Vigeo's Director of Methodology, states: *"The regulatory framework and ability of stakeholders to intervene is much less constraining here than in the North American or European regions. Consequently, the overall scores are limited. However, certain companies stand out with convincing levels of commitment, thanks to which they receive levels of assurance from Vigeo that are worthy of responsible investors' interest."*

**Thami Ghorfi**, President and General Director of Radio Aswat, adds: *"Social responsibility improves the identification of risks and creates value. We must concentrate our efforts on integrating this perspective, that which respects human dignity, social cohesion, ecology and the long-term, in our manner of conceiving and measuring performance. It's in the interest of business directors but also all other stakeholders."*

## For additional information:

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### (1) THE COMPANIES RATED BY VIGEO

| INDUSTRIAL SECTOR  | SERVICES SECTOR                     |
|--|-------------------------------------|
| AFRIQUIA GAZ   | ATLANTA                             |
| ALLIANCES  | ATTIJARI WAFA BANK                  |
| BRASSERIES DU MAROC                                      | AUTO HALL                           |
| CENTRALE LAITIERE  | BCP (Banque Populaire)              |
| CGI (Compagnie Générale Immobilière)                     | BMCE BANK                           |
| CIMENTS DU MAROC   | BMCI (Groupe BNP Paribas)           |
| COLORADO   | CDM (Crédit du Maroc)               |
| COSUMAR  | CIH (Crédit Immobilier et Hôtelier) |
| DELTA HOLDING S.A  | CNIA SAADA                          |
| DOUJA PROM ADDOHA  | DISWAY                              |
| FENIE BROSSETTE  | EQDOM                               |
| HOLCIM (Maroc)   | HPS (Hightech Payment Systems)      |
| LAFARGE CIMENTS  | ITISSALAT AL MAGHRIB                |
| LESIEUR CRISTAL  | LABEL VIE                           |
| LYDEC  | RISMA                               |
| MANAGEM  | SALAFIN                             |
| MINIERE TOUISSIT   | WAFA ASSURANCE                      |
| SAMIR  |                                     |
| SMI (Société Métallurgique d'Imiter)                     |                                     |
| SNEP (Société Nationale d'Electrolyse et de Pétrochimie) |                                     |
| SONASID  |                                     |
| SOTHEMA  |                                     |
| UNIMER   |                                     |

#### About Vigeo

Founded by Nicole Notat in 2002, Vigeo, the leading European responsible performance expert, offers two lines of services through two business brands:

- *Vigeo rating -the way to responsible investment-* offers a broad range of products and services to investors seeking a sustainable and responsible performance of their investments;
- *Vigeo enterprise -the way to responsible management-* conducts global CSR audits and benchmarks in organizations of all sizes, public and private; support teams and integrate CSR/SRI criteria into business functions and strategic operations.

Vigeo is present in Paris, Casablanca, Brussels, Milan, Tokyo and London. The Vigeo team comprises 100 employees of 10 different nationalities. [www.vigeo.com](http://www.vigeo.com)

#### About Aswat

Moroccan, authentic, and modern, Aswat is a national, private, interactive general-interest radio station, seeking to reach all those who "breathe" Morocco.

More information on Aswat : [www.aswat.ma](http://www.aswat.ma)