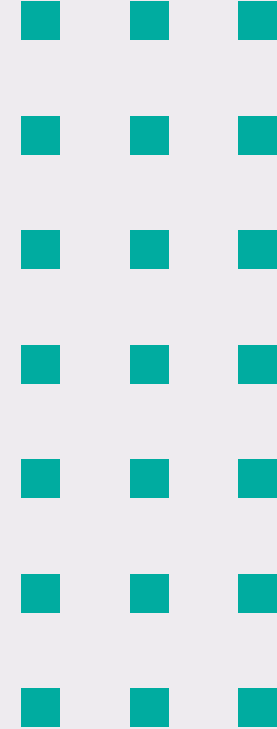


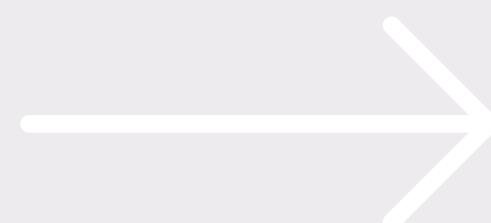
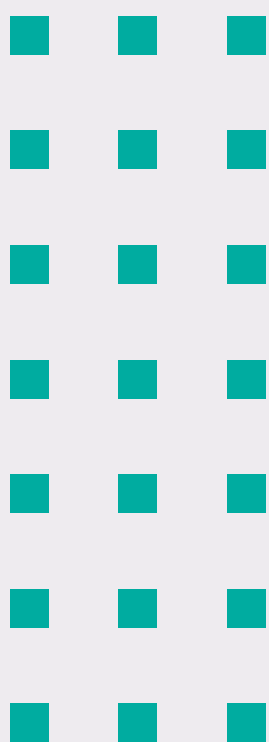
# **LABEL AWARD COMMUNICATION**



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# 1 EVOLVING FOR IMPACT



As sustainable finance continues to mature, the role of credible, independent labels becomes more critical than ever. To meet this demand and support the sector's evolution, LuxFLAG has restructured and simplified its range of labels, while remaining fully committed to the robust processes and high standards that define our reputation.

Our updated label approach is a key component of LuxFLAG's international strategy. It responds to market feedback and positions Labels certified by LuxFLAG as globally applicable, clearly structured, and future oriented.

We therefore moved from a complex set of eight individual labels to a simplified, three-label architecture, making our approach more intuitive and aligned with international best practices.



## ESG Label, certified by LuxFLAG

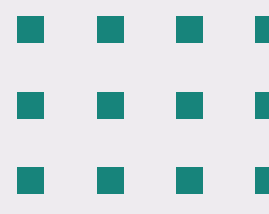
This Label is awarded to financial products and services that incorporate environmental, social and governance (ESG) criteria across their investment process. It may be obtained by investment funds but also by insurance products and discretionary mandates.

It combines the formerly known:

- LuxFLAG ESG Label
- LuxFLAG ESG Insurance Product Label
- LuxFLAG ESG Discretionary Mandate Label

These product types now fall under the single “ESG Label – certified by LuxFLAG”.

This approach simplifies recognition, while continuing to uphold transparency and rigour.





## Impact Label, certified by LuxFLAG

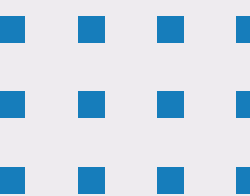
This label encompasses financial products that directly target positive environmental or social outcomes.

It groups together the formerly known:

- LuxFLAG Microfinance Label
- LuxFLAG Environment Label
- LuxFLAG Climate Finance Label
- LuxFLAG Social Impact Label

These product types now fall under the single “Impact Label – certified by LuxFLAG”.

This approach simplifies recognition, while continuing to uphold transparency and rigour.



## Microfinance Label, certified by LuxFLAG

Part of the overall Impact Label, this label equally encompasses financial products that directly target positive environmental or social outcomes.

The Label was created in 2006 with the establishment of LuxFLAG and launched the world's only Microfinance Label. It is historically the first Label created by LuxFLAG for its high standards and comprehensive evaluation of the microfinance investment funds' approach.

It underscores the effective integration of social performance considerations and financial inclusion principles, reflecting key criteria essential to the LuxFLAG Microfinance Label's eligibility criteria. This Label is the only one to allow a tax exemption to the Labelled Product or Services as per Luxembourg Law\*.



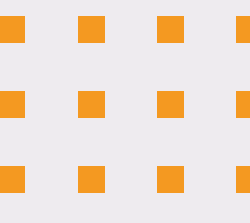
\*[https://www.cssf.lu/wp-content/uploads/gdr\\_exoneration\\_taxe\\_abonnement\\_140710eng.pdf](https://www.cssf.lu/wp-content/uploads/gdr_exoneration_taxe_abonnement_140710eng.pdf)



## Transition Label, certified by LuxFLAG

This Label encompasses products that channel investments into assets driving the transition to a sustainable economy, integrate ESG characteristics into their strategy, set clear climate, environmental, and social transition objectives, and apply active stewardship with issuers exposed to material ESG risks.

Introduced in September 2025, the Transition Label reflects our ambition to guide the financial industry towards meaningful and measurable sustainability outcomes.





# LOGO USAGE & VARIATIONS

# 2



You will have received the relevant Label logo for your use.

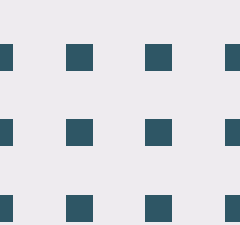
The LuxFLAG Label Logos are specifically designed to denote that a financial product or service has been certified by LuxFLAG in recognition of its commitment to sustainable and responsible investment practices.

The LuxFLAG Label Logos are suitable for various platforms, including legal and commercial documents. They shall be used for your website, email banners, PowerPoint presentations, prospectus, social performance reports, Key Investor Information Documents (KIIDs) and factsheets.



The generic LuxFLAG Logo represents the overarching brand of LuxFLAG as an organization. It is not tied to any specific label but signifies the entity itself, a trusted partner to financial institutions around the world.





# 3 SOCIAL MEDIA



## **FOLLOW US:**

LuxFLAG actively manages two accounts on both, LinkedIn and YouTube, where we regularly share news, announcements and videos.

When showcasing your LuxFLAG Label and to maximize visibility and engagement, we encourage you to share your achievements on LinkedIn by tagging LuxFLAG in your posts. Additionally, for video content on YouTube, kindly include our tag to ensure visibility.





# PRODUCT MARKETING



We remind each label holder to display the LuxFLAG Label Logo on their dedicated product marketing communications to enhance visibility and credibility, as per terms and conditions.

LuxFLAG includes all labelled products on its website which are categorized by Label and can be found on our labelled products page.



# 5 PRESS RELEASE



If you plan to issue a press release upon obtaining the LuxFLAG Label Logo, please be sure to include both the relevant Label Logo, the name of your labelled product as well as the validity period.

LuxFLAG is delighted to offer a quote for your press release. On the upcoming pages you will find a list of quotes categorized by label. Kindly choose the one appropriate to your label.

It is worth noting that LuxFLAG, releases a press statement every quarter to announce label awards. In our releases, we make sure to highlight the pertinent labels and labelled products.



## Quote for the ESG Label, certified by LuxFLAG:

"We are delighted to announce that the [product's name] have/has been awarded the ESG Label, certified by LuxFLAG, effective from [please insert date mentioned in label certificate] to [please insert date mentioned in label certificate].

The award of the ESG Label, certified by LuxFLAG emphasizes the seamless integration of ESG considerations into the investment analysis and decision-making processes as the Label is renowned for its high standards and thorough evaluation of the investments product's strategy.

Furthermore, the Label serves as a validation of the product's or services' commitment to transparency toward investors, containing crucial elements that form the eligibility criteria for this ESG Label."

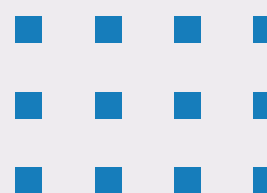




## Quote for the Impact Label, certified by LuxFLAG:

“We are thrilled to announce that the [product’s name] have/has been awarded the Impact Label, certified by LuxFLAG, effective from [please insert date mentioned in label certificate] to [please insert date mentioned in label certificate].

This Label is known for its high standards and is aims at investments in assets that support specific impact themes, namely microfinance / inclusive finance, social themes or climate and nature themes.



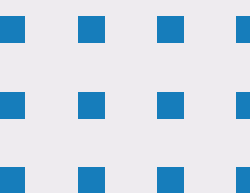


## Quote for the Microfinance Label, certified by LuxFLAG:

“We are thrilled to announce that the [product’s name] have/has been awarded the Microfinance Label, certified by LuxFLAG, effective from [please insert date mentioned in label certificate] to [please insert date mentioned in label certificate].

This Label is known for its high standards and comprehensive evaluation of the microfinance investment fund's approach.

The Label was launched in 2006 with the creation of LuxFLAG and launched the world’s only Microfinance Label. It underscores the effective integration of social performance considerations and financial inclusion principles, reflecting key criteria essential to the LuxFLAG Microfinance Label's eligibility criteria.”



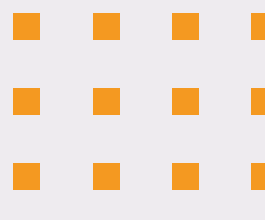


## Quote for the Transition Label, certified by LuxFLAG:

“We are pleased to confirm that the [product’s name] have/has been awarded the Transition Label, certified by LuxFLAG, effective from [please insert date mentioned in label certificate] to [please insert date mentioned in label certificate].

The award of the Transition Label, certified by LuxFLAG, recognizes the commitment to investing in assets that actively support the transition towards a sustainable economy.

It is a trusted recognition of credible transition finance practices and underlines the dedication to transparency and long-term sustainability outcomes.”





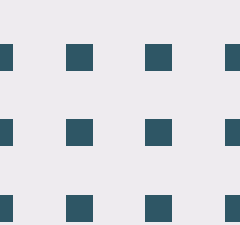
EET



LuxFLAG invites you to update the fund information in the European ESG Template (EET), in particular the field **'20060\_Financial\_Instrument\_ESG\_Label\_Or\_Standard'**, with the code

- G for the ESG Label
- H for the Climate Finance Label
- I for the Environment Label
- U for the Microfinance Label
- V for the ESG Insurance Product



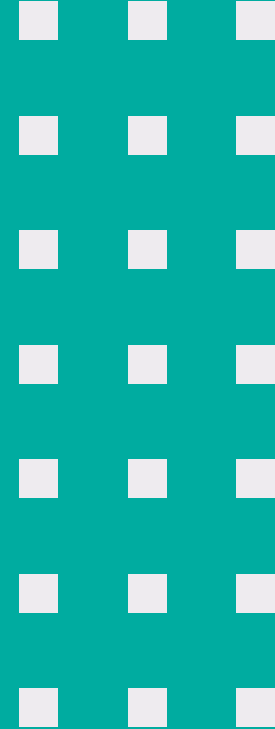


# LABEL VALIDITY



All LuxFLAG Labels are awarded for a period of three (3) years and are due for renewal upon expiry. The label cycle consists in an initial review and two intermediary reviews.

Labelled products are required to disclose the respective validity period as a footnote in their communications, marketing material, legal documents and / or on the website.



# QUESTIONS?

**DON'T HESITATE TO CONTACT  
US**



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