

Zurich, 28 October 2010

Quarterly Report 3Q 2010 and invitation to the Extraordinary General Meeting of Shareholders

Dear Sirs,

Please find enclosed a copy of the 3Q 2010 report of Sustainable Performance Group AG.

The fallout from the financial crisis continues to have a negative impact on the SPG portfolio. This has resulted in a generally poor annual performance of the SPG share in the year to date, and an unusually high discount of the SPG share price, which at times has traded at a discount of over 10 % compared with the net asset value. It is gratifying to see a strong rebound in the share price during the third quarter thanks to investors' growing confidence, with solar energy a particularly strong performer.

As in the past, the Company has also engaged in active trading of its treasury shares in 2010 in a move to satisfy as far as possible investors' need for market liquidity in SPG shares. In view of the challenging market environment the stock of treasury shares has in the meantime almost reached its legal maximum of 10%. This severely restricts the Company's ability to trade in its own shares.

To improve this situation, which is not ideal for SPG's shareholders, the Board of Directors has decided to propose a reduction in the share's par value with a payout of treasury shares, to be approved by shareholders at an extraordinary general meeting (EGM). The purpose of this measure is to significantly reduce the stock of treasury shares so that the Company can start trading actively in its own shares again.

This reduction in par value is in essence the same as a dividend payout to shareholders. The relevant amount is scheduled to be paid out to shareholders at the start of February 2011 in the form of SPG shares.

For shareholders, the proposed transaction offers the following advantages:

- Unlike a dividend, the reduction in par value is tax free
- The net asset value is not affected by this transaction; the value of shareholders' participation is the same before and after the reduction in par value

- The planned payout will lead to a reduction in the amount of treasury shares held by SPG, which will allow SPG to resume trading its own shares and shareholders to benefit from adequate market liquidity
- The purpose of the transaction is to significantly reduce and even eliminate the share's temporary relatively high discount and to ensure that shareholders may trade SPG shares on the stock market at a price close to their net asset value, as has generally been the case with SPG over the past years

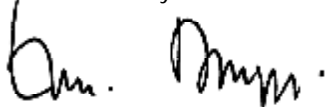
We would like to invite all SPG shareholders to attend an extraordinary general meeting to be held on Monday, 29 November 2010, at 10:00 a.m. at the SIX Swiss Exchange Zurich (*address: SIX Swiss Exchange, Selnaustrasse 30, 8001 Zurich, venue: Auditorium*). If you are interested in attending as a shareholder, please contact your custodian bank.

Please find enclosed the relevant agenda and the detailed proposals of the Board of Directors.

If you have any questions, please contact Mrs Sheryl Gerber on +41 44 687 22 66 or via info@zukunftsaktie.ch.

On behalf of the Board of Directors, I would like to thank you for your interest in the Company and your continuing support.

Yours sincerely



Prof. Dr. Ernst A. Brugger
Chairman of the Board