



Brand Restoration Monitor



SHARE PRICE TRIGGER 2009



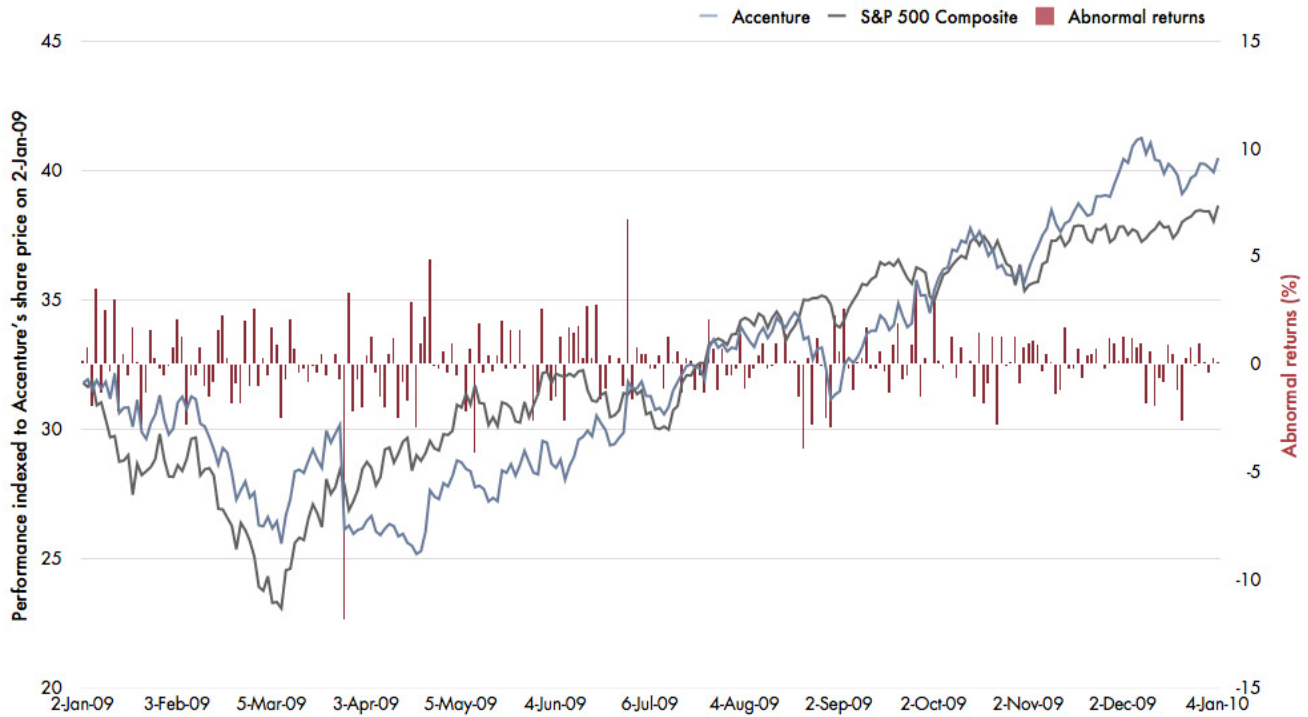
COMMENT

On 26 March 2009, Accenture reported a fall in second-quarter profits and a lower full-year outlook, due to the slowing global economy. The announcement prompted the largest sudden drop in value experienced by Accenture in the last five years. The ensuing value drop came very close to breaching the -20% brand impact threshold cited as a financial trigger in the Brand Restoration Policy.

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SHARE PRICE TRIGGER ANALYSIS



SUMMARY STATISTICS

2 January 2009 to 31 December 2009	Accenture	S&P 500	Abnormal return
Beta	0.78	1	0
Variance in daily returns (%)	0.04	0.03	0.03
Average daily return (%)	0.12	0.10	-0.04
Annualised average return (%)	30.15	24.78	10.84