

NEWS RELEASE

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Prosper With Purpose™

AMERICAN CENTURY INVESTMENTS UNDERSCORES ITS UNIQUE IMPACT INVESTING OWNERSHIP MODEL IN NEW, INTEGRATED BRAND CAMPAIGN

KANSAS CITY, Mo., July 15, 2016 – Tapping into the natural human desire to lead a prosperous and fulfilling life while making a positive impact on the world, American Century Investments has launched a new, integrated brand development campaign underscoring the firm’s unique ownership model. Titled “Prosper With Purpose™,” the new campaign is inspired by the philanthropic vision of American Century’s late founder James Stowers, Jr. and his wife, Virginia, who used their personal wealth to create and endow the Stowers Institute for Medical Research, a non-profit, basic biomedical research organization dedicated to uncovering the causes, treatments and prevention of genetically based diseases.

In an unparalleled act of generosity, Mr. and Mrs. Stowers transferred their equity ownership stake in American Century to the endowment supporting the Stowers Institute, which has resulted in more than 40 percent of the global asset management firm’s annual dividends being directed toward medical research. Since 2000, more than \$1.2 billion in dividends have been distributed to the Institute.

“There’s a tremendous amount of interest in ‘impact investing,’ which in the broadest sense encompasses investments that have a measurable, beneficial impact on society, while also providing investors with a potential return,” said Jonathan Thomas, president and chief executive officer of American Century Investments. “We view our ownership model and the legacy of our founder as the ultimate example of investing with impact. As we strive to deliver superior investment results for clients and they continue to entrust us with their assets, this success can impact basic medical research funding that is aimed at finding cures for life-threatening diseases like cancer.”

Campaign Launch

A newly created 30-second Prosper With Purpose-themed television advertisement will debut during this weekend’s (July 16 and 17) broadcast coverage of the British Open on NBC. Thirty- and 60-second ads also will run during the 2016 American Century Championship, a celebrity golf tournament televised on the NBC Sports Network (July 22) and NBC (July 23 and 24). The commercials focus on how individuals can invest in making a positive difference in their own lives and the lives of others.

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For example, the voiceover in the 60-second ad states: “Every day, you invest in making a meaningful difference for yourself, your family and your community. And with every dollar, you make a choice for a better world. Imagine a world where that dollar, and the act of investing in your own future, could ultimately impact millions of people...Our goal at American Century Investments is to deliver investment results for you. And that enables us to support research dedicated to liberating the world from life-threatening diseases like cancer. It’s the kind of prosperity that’s more valuable than money...Prosper With Purpose.”

American Century also created a long-format video that tells the story of a man discovering how values instilled in him at a young age have guided him to make choices that create good in the world, from which he ultimately benefits in an extraordinary way.

The expanded video and television commercials are part of a fully integrated brand campaign that will include digital and search engine marketing, social media, trade and consumer print advertising, earned media and activations at special events. Information about American Century’s Prosper With Purpose ownership model and the new long-format video can be viewed at a special landing page at americancentury.com/purpose.

Growing Interest in Impact Investing

The new campaign is launching at a time when there is growing interest in impact investing. A recent Greenwich Associates¹ study gauging knowledge of and receptivity to impact investing found that institutional investors and financial intermediaries anticipate significant growth in the category. Thirty-two percent of institutional investors plan to increase their allocations to impact investments in the next three years compared to only one percent who plan to decrease allocations. In the case of financial intermediaries, 75 percent of gatekeepers and nearly 80 percent of advisors believe that allocations to impact investing will increase over the next three years.

Furthermore, a 2016 U.S. Trust study² of high net worth individuals found impact investing popular among a wide swath of investors, particularly millennials. According to the survey, 85 percent of millennials say they consider their investment decisions as a way to express their social, political and environmental values. Also, 93 percent indicate that a company’s impact in these areas is an important consideration when making investment decisions.

American Century Investments is a leading privately held investment management firm, committed to delivering superior investment performance and building long-term client relationships since its founding in 1958. Serving investment professionals, institutions, corporations and individual investors, American Century Investments offers a variety of actively managed investment disciplines through an array of products including mutual funds, institutional separate accounts, commingled trusts and sub-advisory accounts. The company's 1,300 employees serve clients from offices in New York; London; Hong Kong; Mountain View, Calif.; and Kansas City, Mo. Jonathan S. Thomas is president and chief executive officer, and Victor Zhang and David MacEwen serve as co-chief investment officers.

Delivering investment results to clients enables American Century Investments to distribute over 40 percent of its dividends to the Stowers Institute for Medical Research, a 500-person, non-profit basic biomedical research organization. The Institute is the controlling owner of American Century Investments and has received dividend payments totaling over \$1.2 billion since 2000. For more information about American Century Investments, visit americancentury.com. To learn more about the Stowers Institute for Medical Research, visit stowers.org.

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¹Greenwich Associates, Impact Investing Research, April 2016

²2016 U.S. Trust Insights on Wealth and Worth[®], May 2016