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November 14, 2018

Sir,

As a New Zealander I have grown up with the understanding and acceptance of the very special responsibility members of the Royal Family have in our society. Watching the Investiture of His Royal Highness as Prince of Wales on Television I remember thinking more about the burden of those responsibilities rather than recognising at that time also the potential that such a role provides to lead and to influence. But it is the personal credibility of His Royal Highness that has, in my opinion, ensured that this leadership and influence has been so impactful for our society and for the future of all our societies.

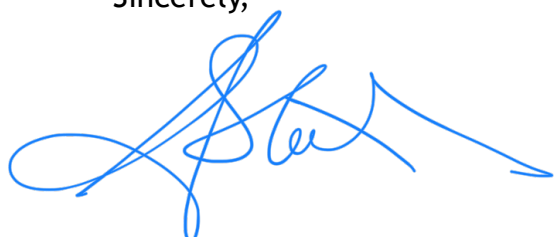
Invited to attend an A4S Summit some years ago with other Chartered Accountants and Finance Managers, I heard His Royal Highness challenge our profession saying that we may know how to put a value on resources such as a piece of plant and equipment but do we know how to put a value on the use of natural resources such as water or indeed put a cost on pollution and if we do not, who does? This resonated immediately with me, inspiring me to believe that the finance function and CFOs in particular have a leading role to play in improving the quality of decisions taken in business and to reflect and articulate success of an enterprise in an holistic manner with reference to non financial performance indicators.

While CFO for adidas, inspired by His Royal Highness's call to action, I implemented a decision making methodology called Integrated Performance Management which attempts to force awareness of the impact of decision alternatives, also on our environmental footprint.

I am very grateful for the inspiring, personal leadership and add my congratulations and best wishes for His Royal Highness on this significant milestone.

In a time when Trust and Credibility seem to be rather rare commodities in the World, the continued leadership of His Royal Highness on the subject of Climate Change today is as important as it ever was.

Sincerely,



Robin J Stalker

