

WOMEN AND MINORITIES MAKE COMPANIES 35% MORE PROFIT.

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A new study released by Urban Edge Capital a soon-to-launch fund management business has proven research to validate studies by McKinsey and Boston Consulting Group that suggests that companies who have higher gender and ethnic diversity perform better by up to 35%. They've shown 2% diversity mix at the board level delivers 12% more earnings.

The ESG (Environment Social Governance) market is over \$12 Trillion in global managed assets up by 38% since 2019, yet no one has managed to tackle diversity and inclusion within the social of ESG. UEC is the first to succeed in creating a strategy backed by pioneering cutting-edge research.

A former RAB Capital portfolio manager and Goldman Sachs analyst are exploring the launch of a diversity and inclusion-focused investment fund called (UEC) in London.

CIO Peter Schell and CEO Gibran Registe-Charles have spent the last year building and refining their ESG investment strategy, which combines "quantamental" techniques with their own proprietary diversity and inclusion data engine technology to screen global listed companies.

The firm's strategy seeks to exploit opportunities offered by the social aspect of ESG which the founders believe is not properly appreciated or understood by the wider financial services industry.

Diversity and inclusion has become a household theme since the death of George Floyd a year ago, but Gibran realised how bad the situation was while he was working as a political advisor in the European Parliament back in 2016 and realised something needed to be done to highlight and action equality in the workplace.

UEC has also established a charity Urban Generation Trust to help underprivileged teenagers get access to high-profile careers.

Less than 12% of portfolio managers in the city of London and within the investment management industry are black and less than 3% are black women.

Urban Edge Capital based in London has seen an increase in popularity all through covid and has the backing of Goldman Sachs, JP Morgan, and Bank of America who all share the ethics of having more gender and ethnically diverse workforce.

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