

ANIMATING POTENTIAL



Transforming ordinary into extraordinary

Ethos' role transcends capital.

Our purpose is to convert insights into actionable initiatives.

We achieve this through focused collaboration with management teams to create innovative, strategic options.

By precisely folding investment science with strategic art we are able to shape initiatives that

yield sustained operational performance.

The result: enduring businesses and dominant brands. Ethos' conviction, coupled with a 30-year legacy of transforming companies, underpins our reputation as a constructive, valued partner.

This is our signature, our ethos of private equity.

ETHOS

PRIVATE EQUITY

www.ethos.co.za

BUILDING BETTER BUSINESSES

Ethos is an Authorised Financial Services Provider