



**The dark side of the moon  
provides a new view of the sun**

**E T H O S**

PRIVATE EQUITY

It's in moments of darkness that opportunities concealed by the sun become most apparent. Through years of experience we recognise the cyclical nature of these shadows, study the signs and anticipate that the radiance of possibility will prevail.

At Ethos, we understand that value is not created overnight, but over many moons. With over 25 years of successful private equity investing, spanning a broad range of economic

and political cycles, we have honed a clear, concise, well-articulated investment strategy that guides investment decision-making and ultimately builds better businesses.

Ethos' performance persistence has been underpinned by this disciplined approach to strategy, resulting in superior returns for our investors and business partners alike.

[www.ethos.co.za](http://www.ethos.co.za)

**BUILDING BETTER BUSINESSES**

Ethos is an Authorised Financial Services Provider

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