

**Some painters transform
the sun into a yellow spot,
others transform a yellow
spot into the sun.**

– Pablo Picasso



E T H O S

PRIVATE EQUITY

The art of creating value

The sign of a true master is their ability to create the exceptional in any circumstance. Over the past 25 years, Ethos Private Equity has crafted deals resulting in superior returns for our investors, through times of economic boom, financial downturn and political uncertainty. It's our innovative thinking, inventive approach and ability to execute transactions that sets us apart; sometimes you need to turn the sun into a yellow spot and at others a yellow spot into the sun.

At Ethos we believe in patience, and that each and every detail should be thought through and deeply considered in its own right, and then skillfully used to create an exceptional investment. Little wonder then that we've been ranked as the top private equity firm in South Africa for the last 10 years in the PricewaterhouseCoopers Strategic Banking Survey.

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BUILDING BETTER BUSINESSES

Ethos is an Authorised Financial Services Provider

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