



ESG

How we live up to our ESG principles



PUMA
CAPITAL
GROUP

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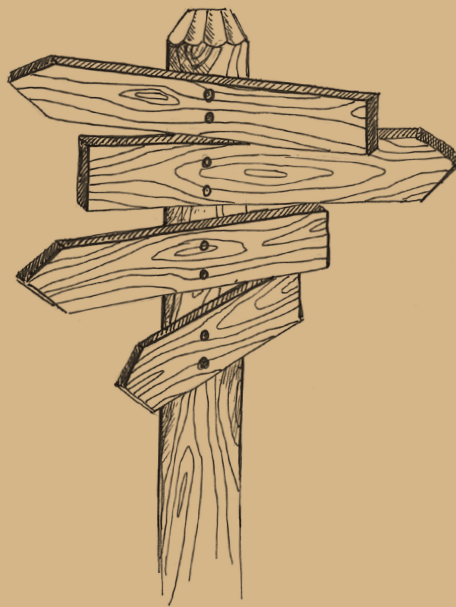
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Our approach

We are committed to a range of Environmental, Social and Governance (ESG) principles that help us operate and invest responsibly. Through these principles, we aim to positively impact our internal and external stakeholders as well as the wider community.

The term ESG covers a huge variety of areas and as a scaling business we want to ensure that we spend our time and resources focusing on the ones that have the greatest impact to our many and varied stakeholders. Having spent a considerable amount of time reviewing what's most important, we have developed a core overarching framework as well as bespoke policies that each of our business heads are accountable for implementing within their divisions. These policies are applied to all that we do – from assessing investments to progressing funding or loan opportunities.

We know, that to be truly successful at implementing these principles we must do more than communicate our approach. That's why we have embedded it into the fabric of our organisation – into our culture and our wider business activity so that everyone in our organisation is accountable.



How we live up to our ESG principles

We have committed to ESG principles across five key categories – governance, environment, marketplace, workplace and community.

Within each of these areas, we have clear tenets that guide our activity and help us deliver on our ESG commitments. On the following pages you'll see an explanation of each guiding principle and how we live up to it.



1 Governance

- Be honest and transparent, and act with integrity in all our dealings
- Abide by applicable laws and regulations, and uphold international standards of good practice
- Embed policies and procedures to manage and monitor our ESG considerations and risks

HOW WE LIVE UP TO OUR GOVERNANCE PRINCIPLES

As a business regulated by the Financial Conduct Authority (FCA), we are governed by laws, regulations and rules of conduct to which we must adhere. We have an experienced compliance team in place to monitor and ensure our adherence, including regular staff training and assessment.

Transparency is key to our culture. We always decline an opportunity where we have hesitations about its integrity rather than expose our clients, our partners or ourselves to unnecessary risk. In addition, our private equity investments and property finance loans must also receive approval from our investment or credit committees.

Our risk, compliance and legal teams are heavily involved in our investment and lending decisions and enact rigorous research before any transaction is approved. We will not engage with any person or entity on an internationally recognised 'deny list'.

We also choose to produce quarterly due diligence questionnaires about each of our open offers and our open Venture Capital Trusts (VCTs) are listed on the main London Stock Exchange. Some of our offers are also on the product panels used by a number of financial adviser groups who separately run their own detailed due diligence processes.

To help us uphold international standards of good practice, we are also a signatory to the United Nations Principles for Responsible Investing, through which we gain best practice insight to help ensure transparency and integrity in all our dealings our open offers.

“
Puma investments is signatory to the United Nations Principles for Responsible Investing, through which we gain best practice insight to help ensure transparency and integrity in all our dealings.”

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Environment

- Implement and uphold sustainable policies that minimise our environmental foot print
- Protect the environment and use resources responsibly

HOW WE LIVE UP TO OUR GOVERNANCE PRINCIPLES

When we moved into our new premises it was important for us to ensure our space was as energy efficient as possible. We also used the transition as an opportunity to conduct a thorough review of our environmental practices and we have strengthened our policies on recycling, materials and resources as well as how our businesses better utilise energy.

Our businesses continue to focus on minimising the use of printed documentation and encourage our stakeholders to utilise digital communications where possible. We implemented a digital application system for our retail investment products a number of years ago and are replicating this investment across our other divisions where we can.

We also encourage public transport use for external meetings. In addition, we provide bicycle parking facilities for employees and have an attractive ride to work scheme to encourage cycling amongst our teams.

We also look at the environmental behaviour of the companies we invest in and lend to, taking note of their green impact and assessing this against our ESG scorecard.

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Marketplace

- Assess the sustainability and supply chains of the companies in which we invest and the suppliers with whom we partner, ensuring synergies between our ESG principles where possible
- Create offers that are responsibly structured and transparent
- Provide excellent service to our customers and shareholders, and the businesses in which we invest
- Market and communicate our offers responsibly, clearly and in compliance with relevant laws and regulations

HOW WE LIVE UP TO OUR GOVERNANCE PRINCIPLES

Each of our four business areas has its own ESG policy that is tailored to its marketplace and the relevant business activities it conducts. Where possible we - or external third parties assess the sustainability of the companies with which we partner - this may include reviewing supply chains, environmental policies and levels of diversity and inclusion within their own workplaces: our aim being to ensure that those we provide investment or finance to align with our own ESG principles.

As a regulated business, Puma Investments Offers comply with relevant regulations to ensure they are responsibly structured and transparent. We also have internal risk, legal and compliance teams in place to monitor this. Our marketing communications are also reviewed by our compliance team and senior management, to ensure we market ourselves responsibly.

In addition to our regulatory requirements, we strictly adhere to the Modern Slavery Act, and do not engage with anyone on an internationally recognised 'deny list'. We implement rigorous due diligence checks on the companies and individuals with whom we do business, and provide extensive questionnaires on our offers, to help financial advisers ensure that our products meet their client's investment needs.

Furthermore, we have a dedicated Investor Services team who communicate regularly with investors and are on hand to answer any investor or adviser queries.

“
We implement rigorous due diligence checks on the companies and individuals with whom we do business.”

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Workplace

- Foster a culture or workplace practices that support diversity, equality and inclusion at all levels, ensuring an environment where everyone is treated fairly
- Look after the welfare of our employees through effective health and wellbeing initiatives

HOW WE LIVE UP TO OUR GOVERNANCE PRINCIPLES

Our workplace culture is hugely important to us, and we regularly survey our staff to ensure we continue to deliver a supportive culture for our employees. We believe this has a trickle-down effect across all of our activity and also impacts the experience of those who invest with us, or receive investment or finance from us.

We are committed to fostering a diverse, equal and inclusive culture at all levels - where everyone is treated fairly - and to looking after the welfare of our teams.

To achieve this, we work with a range of experts to provide training across a broad spectrum of fields, including wellbeing, values, diversity and inclusion. As part of our company's evolution, we regularly reflect on and assess how we are performing in these areas.

We also have an established set of cultural values, with training provided to all new employees and on an ongoing basis, and we support opportunities for awareness and education such as International Women's Day, World Mental Health Day and Global Pride Day, Black History Month and Global Pride Day.

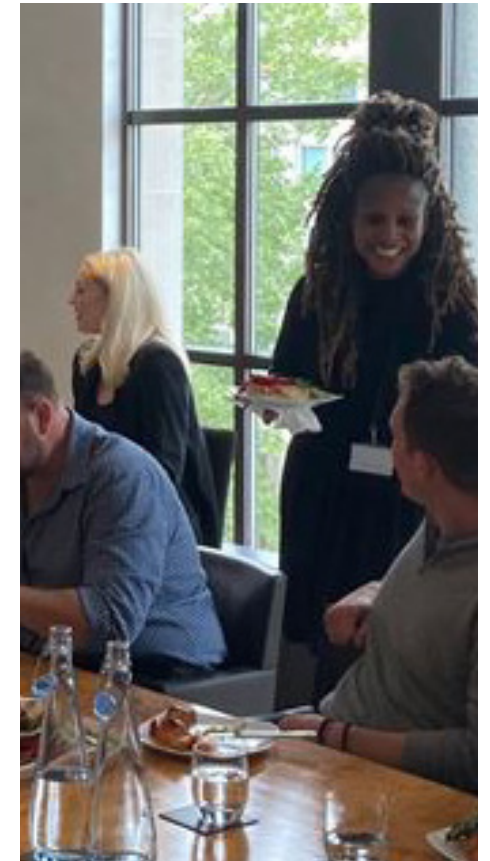
We believe in making the modern workplace fair for everyone by promoting diversity and inclusion (D&I) and eradicating prejudice and unfairness. As part of our ongoing focus on this, we partnered with Pearn Kandola - D&I specialists who have helped us to effectively navigate our journey towards becoming a more inclusive organisation. navigate our journey towards being a more inclusive organisation.

In addition, we have also implemented blind recruitment policies across all our businesses to ensure that we do as much as we can to encourage diversity across all areas of our business.

We understand that our employees' mental health is critical to their overall wellbeing, so all of our employees have access to free, 24-hour mental health support through our health insurer, Bupa.

We also offer wellbeing platforms through Yulife and Headspace, and we seek to strike a balance between work, play and health through different health and wellness initiatives—from company 'step' challenges that raise money for charity through to sponsored marathon runs and our ever-popular company rounders day.

We also offer all staff the opportunity to pursue their interests and hobbies, with a yearly personal development allowance that they can spend on anything from tennis lessons to tai chi.



“We are committed to fostering a diverse, equal and inclusive culture at all levels, where everyone is treated fairly, and to looking after the welfare of our teams.”



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Community

- Support and contribute to the wider community through a range of programmes
- Consider the impact of our investments on local and broader communities
- Support charitable causes chosen by our employees

HOW WE LIVE UP TO OUR GOVERNANCE PRINCIPLES

We believe strongly that our responsibility to support others extends beyond our employees and the companies and individuals with whom we work. Community has a far broader meaning, and we are committed to making a difference to wider communities through a range of initiatives.

We have an active charity committee, whose fundraisings are further supported by the company. In recent years we are proud to have supported charities including Shooting Star Children's Hospices and Kids Out, with employees taking part in marathons, step challenges, giving trees and sweepstakes to raise money for these causes.

In the last twelve months we have joined a work experience scheme with Stoke Newington School and implemented two mentoring schemes. One is with Cambridge University Women in Business Society (CAMWIB), and the other is with Into University, supporting students from the most disadvantaged backgrounds continue their studies.



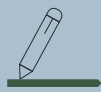
Puma Property Finance

Over the years, we have delivered an array of social infrastructure developments throughout the UK. The residential property developments we finance frequently include an affordable housing allocation. We have funded the development of numerous care homes, and supported a range of co-living and healthcare developments.



CARE HOMES

25 care homes funded, creating over 1,800 new care beds



EDUCATION

Over 1,700 student beds funded



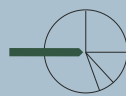
AFFORDABLE HOUSING

Focus on the affordable end of the market



SUPPORTED LIVING

35 schemes funded, including supported living schemes which provide housing for people with learning disabilities



REGENERATION

Multiple brownfield developments funded



INFRASTRUCTURE

Development of important social infrastructure

Puma Private Equity

Our private equity division has invested in numerous companies that deliver a positive impact on their communities – ranging from nursery schools and affordable gyms through to organisations that improve employee wellness and recruitment diversity for corporates. These include:

CONNECTR

The UK's largest emerging talent specialist, helping students develop employability skills and employers recruit from a more diverse pool of candidates. In 2021, Connectr launched a three-year partnership with Sage and JobcentrePlus to provide digital content, mentoring and training support for people who are disadvantaged or from underrepresented communities across the UK to start their own businesses.

TICTRAC



An award-winning provider of digital platforms designed to increase health and wellbeing engagement amongst employees and customers. During the pandemic, Tictrac rolled out its employee wellbeing solution for free, delivering wellness content to employees to help support them as they navigated some of the challenges brought on by Covid-19.

EVERPRESS

Everpress are another one of our successful portfolio companies. They are an online retailer that connect consumers with sustainable products from independent designers. They were successful in gaining their own B Corp status in July 2022.



Moving forwards



At Puma Capital Group, our journey towards becoming a better business never ends. That's why we continually review the ESG principles to which our businesses adhere, and we have a dedicated committee of leaders from across the Group who regularly review our activities and ensure we continue to challenge ourselves to attain more for our stakeholders, our staff and the communities in which we operate. And why, every year, we'll publish our ESG achievements that demonstrate how we are continuing to move forwards



Cassini House
57 St James's Street
London SW1A 1LD

Puma Capital Group is a trading name of the group of registered private limited companies comprising Puma Investment Management Limited (No. 08210180), Puma Private Equity Limited (No. 11506024), and Puma Property Finance Limited (No. 11685426). Registered office address: Cassini House, 57 St James's Street, London, SW1A 1LD. Puma Investments is a trading name of Puma Investment Management Limited (FCA no. 590919) which is authorised and regulated by the Financial Conduct Authority ("FCA"). Puma Private Equity Limited is an appointed representative of Puma Investments. Puma Property Finance Limited is not authorised or regulated by the FCA