



ETHICAL
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Media Kit and Brand Book



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About ECP

Ethical Capital Partners (ECP) is a private equity firm seeking out investment opportunities in industries that require principled ethical leadership. ECP invests in projects which focus on technology and have legal and regulatory complexity.

ECP was created in 2022 by a multi-disciplinary team with legal, regulatory, law enforcement, public engagement and finance experience.

ECP's philosophy is rooted in identifying properties amenable to our responsible investment approach and that have the potential to create attractive returns over a compelling time horizon.

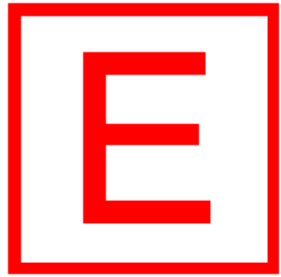


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Our Mandate

Ethical Capital Partners (ECP) believes that the Internet should be a safe space for all. From state-of-the-art tech to leadership in the fight against illegal or abusive online content, ECP will be on the forefront.

To achieve our goals, we combine our team's experience in the areas of law enforcement, legal counsel, public engagement, and finance with the expertise of established professionals at our investment properties. We will work alongside regulators and other online platforms, NGOs, advocacy groups, content creators, media, and academics to improve the internet and empower users and content creators to make informed choices about their online experiences, stigma-free.



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Team + Advisory Board

The ECP Team

ECP's success depends on a multi-disciplinary approach to our ethics-first investment opportunities. Our team draws on their capital markets experience, legal knowledge, public engagement expertise and decades of navigating complex regulatory environments.



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Team + Advisory Board

The ECP Advisory Board

Sound advice is everything. Every member of our independent advisory board brings something unique to the table. Different perspectives, lived experiences and professional backgrounds are all essential in assisting ECP as it makes investing and advisory decisions.

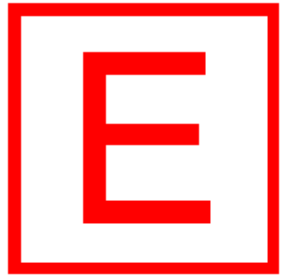


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Brand Guide

We invite media to use our corporate images and logo. If you would like to use or share our content here are a few guidelines we ask you to follow:

- Please note ECP as the source.
- Whenever possible, use the full ECP logo. However, if there is minimal space, use of the logomark without the logotype is permitted. To ensure legibility, the logo must not be altered, adjusted, changed, modified, varied, reoriented, skewed, customized or tailored in any way.



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Stay Connected

We look forward to assisting with all your media requests. Please do not hesitate to contact us with your inquiries.

You can reach us at media@ethicalcapitalpartners.com

Visit our website at www.ethicalcapitalpartners.com