

# OUR NARRATIVE

## EVERYONE HAS A POTENTIAL

Realising human potential is the greatest driver of prosperity for individuals, organisations and societies. Everything starts and ends with humans. While limited by conditions or resources, restricted by contexts or means, everyone has a potential to unfold, improve and develop.

Lind Invest exists to challenge and inspire everyone we partner with to realise their potential. By proactively investing in people, companies and society we aim to create significant returns – for the development of individuals, the value creation of businesses and the welfare of civilisations.

It all started with Henrik Lind. Growing up in a challenging environment, he experienced over time how inspiration and guidance enabled him to discover his own potential. Through his life he grew firm in his belief that what matters is not the starting point for any person, family, business or society. What matters is the facilitation of opportunities, genuine support and constantly challenging status quo in order to grow. Inspired and armed with persistent diligence and calculated courage, he envisioned to challenge and bring a change to the way human potential is led and realised. Borne from years of socially philanthropic efforts in Lind Invest, Henrik Lind founded Lind Foundation in 2022 — a nonprofit committed to delivering social and societal change to improve living conditions and increase opportunities for disadvantaged people in Denmark and internationally.

Today, Henrik Lind's philosophy is deeply rooted in all of us in Lind Invest. We form a community of professional, ambitious and caring colleagues, who combine a disciplined and agile investment mindset with a purpose-driven mentality to catalyse impact in everything we do. We identify and realise untapped potential and build on our collective learnings while pursuing fact-based methods to secure and document our value creation.

We are fiercely competitive. And while we take our work seriously, we stay humble and bring good energy to each other and to our partners. After all, we believe a good and inclusive atmosphere is a productive atmosphere. We expect passion from ourselves, our stakeholders and our business partners. We work even harder to understand why, when things do not go our way – and we make sure to celebrate when we succeed. Together, to realise our purpose and the potential of our people, we will everyday strive to put our four virtues into play:

- **Challenge above status quo.** We impatiently demand more of today, to secure a better return on our invested efforts tomorrow.
- **Persistency above good intentions.** Everything starts with a good idea, but we believe in diligence and calculated courage to create an impact.
- **Facts above emotions.** While powered by enthusiasm and empathy, we are always driven and guided by insights.
- **Self-awareness above entitlement.** Nobody is entitled – the opportunity to unfold, improve and develop starts with recognising our weaknesses as much as our strengths.

With our virtues as our guiding principles, we will continue to invest to create a financial return, while constantly challenging our methods and improving our ability to make an impact. Our vision is to become a world leader in fact-based methods for how to realise human, organisational and societal potential – bringing transparency to inspire partnerships and enable scalability.

We are Lind Invest, and we will keep looking for new ways to constantly improve the way potential is unfolded and realised – for the prosperity of everyone.

# OUR VIRTUES

## EVERYONE HAS A POTENTIAL

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**Challenge above status quo.** We impatiently demand more of today, to secure a better return on our invested efforts tomorrow.

- You dare to challenge – and you dare to be challenged
- You always have a next move with the aim to unfold, improve and develop

**Facts above emotions.** While powered by enthusiasm and empathy, we are always driven and guided by insights.

- You treat every opinion like you treat a hypothesis – verify or change
- You let the person with the best argument win

**Persistency above good intentions.** Everything starts with a good idea, but we believe in diligence and calculated courage to create an impact.

- You have the courage to divest a wrong choice - and the courage to act on your firm convictions
- You always go the extra mile
- You do what it takes to achieve your goals – being thorough at all times maximises positive outcomes

**Self-awareness above entitlement.** Nobody is entitled – the opportunity to unfold, improve and develop starts with recognising our weaknesses as much as our strengths.

- You are ambitious and motivated – and we help you develop by offering support and room to grow
- You are conscious of your weaknesses in your ongoing development of your strengths
- You take responsibility and you act on it every day
- You make mistakes, but you curiously investigate their cause
- You dare to have high expectations on yourself, your colleagues and work surroundings
- Nobody is above the team