

## Investment Opportunity

## Unlocking a USD1.7 trillion Global Investment Opportunity

Dear Investor,

We would like to bring to your attention the opportunity of tapping into a vastly overlooked investment theme.

Unfounded Ltd focuses on a global and largely unexplored market that historically has been – and continues to be – undervalued and underfinanced.

Our investment case represents a market that is underfinanced by USD1.7 trillion, according to McKinsey and the World Bank. This implies that the total unrealized profits of such enterprises are estimated at USD330 billion annually – roughly equal to missing out on the potential of a new Apple Inc or Amazon.com – every year.

The financial characteristics are exceptionally appealing. According to Boston Consulting Group, and data obtained from 22 million entities over 18 countries, and analyzed by McKinsey, the potential compared to its peers is massive:

- Lower risks – 31 percent less risk
- Better financial efficiency – 47 cents more generated for every one dollar invested
- Higher returns – 4.3 percentage points higher IRR

Additionally, the capital invested in Unfounded Ltd will have profound social and societal impact – by improving health, promoting education, equality, job creation and global economic growth.

Altogether, this forms an investment theme that no investor can afford to overlook.

To find out more, please refer to the attached documents for the highlights and details of our business case and – what might be – your most important investment of the 2020s.

Yours sincerely,

Diana Amini  
Unfounded.Ltd