



MISSION & PHILOSOPHY

Evolving a Sustainable Future



About Primal

The Primal Group of Companies is dedicated to establishing itself as a lead organization, driving change to create a more tenable future for our planet by ensuring environmental protection, social responsibility and value-creation, for generations to come.

Specialists in emerging markets, the Primal Group focuses on the solutions needed to sustain a global population racing away to over 10 billion by 2050. By engaging with the Primal needs of man, our aim is to generate financial success alongside a positive global impact.

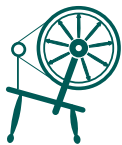
A world beset with new challenges requires innovative thinking and a more imaginative approach. Sustainable businesses will be the only survivors in a world with rising environmental challenges, public awareness and accountability.

In a world demanding and deserving of higher social responsibility, sustainable businesses such as our own will ensure a more conscious and profitable future for us all.

Welcome to our philosophy.



3500 BC



1234



1700



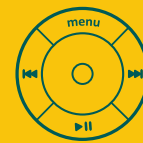
1817



1893



1894



2001



2015

The Evolution Of The Wheel - Changing Form and Function

Primal

- The very first, **original**
- Primary in its **priority**
- Primitive in its **simplicity**
- Pristine in its **purity**
- Paramount in its **importance**

Primal Philosophy

The Influence of Man

The most impactful force on earth: Man has and continues to influence the planet more than any other factor. Over the past century we have developed innovative technologies that have provided sustenance, shelter and knowledge for billions

of people around the world. The human race has become such a social and physical force that we are pushing ourselves into a new geological age, one that is now being referred to as the Anthropocene.

The Consequences of Man

Man's impact upon the earth has created both opportunity and threat. Each year the shift in climate, alongside the continued depletion of the Earth's natural resources, leads to the loss of 12 million hectares of arable land, 46,000 square miles of forests and at least 10,000 different species. Understanding

the consequences of Man is key to both survival and fulfillment in every aspect of our lives. Only through sustainability can we satisfy the most fundamental requirements for life and secure a safe and prosperous future for us all.

Primal Man

The challenges facing Primal Man still exist. There are threats and opportunities. Primal Man had to assess his environment in order to survive. He had to adapt to his environment. He had to strategize and make wise decisions for survival.

Man is motivated by a set of emotional systems that are connected to subconscious desires. Humans are innately motivated to achieve certain needs, when one need is fulfilled a

person seeks to fulfill the next and so on. This was true of early man and is just as true today. These motivators are known as the "Hierarchy of Needs".

Fulfilling them is instinctive, permanent and unyielding.

Man has not changed, nor has his needs, desires and requirements.

Now

We at Primal have developed a model that identifies how instincts influence Man in relation to achieving survival and success. Financial survival and growth is one measure of achievement within a human life as modern day existence depends upon the choices made, and these choices are largely governed by financial freedom. Therefore it is clear to ascertain that Man's hierarchy of needs is every bit as important to financial prosperity as it is to success in any

area of life. Our success funnel focuses on Primal needs. By pouring application through each tier of the funnel, value is created, which in turn builds profit, whether it be financial or non-financial. Each level of the funnel firms up security and sustainability. Every level of Primal need is considered directly in connection to this goal. Each stage of the funnel creates a degree of benefit, but combining the tiers to form a funnel creates sustainable, ultimate and long lasting success.



Primal Success Funnel Explained

Physiological Needs



Investing in Mankind's physiological needs is investing in the very highest of priorities for every being that has ever lived on the Earth and is ever born to it. Man will sacrifice all else and risk everything to fulfill his physiological needs. Requiring constant attention, nothing holds more value or significance for Man than the continual fulfillment of these needs.

The global population is increasing, while diets across emerging markets are changing as economies grow at pace, adding further pressure to the Earth's already declining natural resources. The demand for resource heavy survival, which relies on fuel, clean air, fresh water and food, is growing exponentially.

Modern man is more educated and aware than generations past, demanding changes to the old socioeconomic system geared towards productivity at any cost, which caused an unprecedented depletion of the Earth's strategic resources. The burden to deliver is increasing as arable land decreases as a result of urbanization, over farming, synthetic agrochemical damage and a changing climate. These factors are creating a monumental supply demand imbalance.

Fulfilling the physiological needs of Man has never been more formidable and in turn offers greater potential rewards than ever before. Both moral and financial rewards will extoll themselves upon those responsible for meeting the physiological needs of Man, the most primary of Mankind's necessities.

- **High stress zone with immediate gain on a personal survival level**
- **Low risk, inextinguishable demand creates immediate and secure profit for those that meet this necessity for others**

Safety Needs

Once Man's physiological needs are met, safety is the next priority, where ensuring personal health, financial security and environmental protection in the long-term come to the fore.

At this level, the needs for security and safety become primary as Mankind strives for order and longevity in their lives. Safeguarding personal healthcare and financial wellbeing, alongside the active protection and restoration of the environment, are all actions motivated by the need for safety and security.

For generations the business community have focused their industrial efforts on the short term, neglecting the future survival of Mankind and the planet. In a world of greater market volatility and geopolitical instability, long-term financial security depends on finding a sustainable way to meet Mankind's increasing need for food, water, energy, shelter and infrastructure. All the while reducing his impact on the natural world and its ability to carry out the processes we rely upon.

In the current era "value" is rarely more than a price bestowed upon something due to sentiment and hype. Rather than speculate perceptive pricing in an environment whereby some have to lose in order for others to gain, true value creation is rewarding to both participants and recipients, now and in the future.

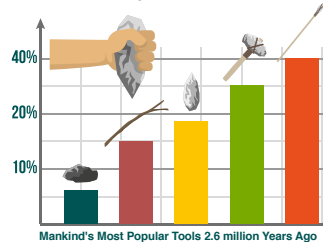
- **Sentiment investing strategies focus on the short term and are high risk, whereas investing in Man's Primal necessities lowers portfolio risk, offers a medium and long-term gain and is sustainable.**

- **Primal safety investments create win/win results that lower the risk levels of all involved.**

Early Primal Man

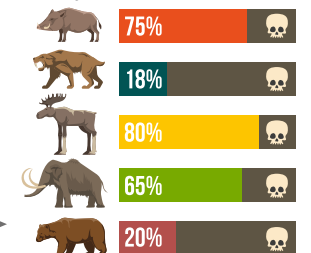
THE TOOLS OF EARLY PRIMAL MAN

Throughout history Mankind has relied on tools for survival. 2.6 million years ago these tools facilitated Man in satisfying life's most basic necessities - securing food, fire and shelter.



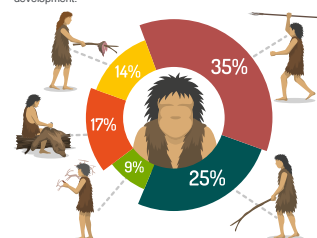
PROBABILITY OF SUCCESSFUL HUNT

Without agriculture, Early Primal Man secured food for his family through an ability to outsmart and overpower some of nature's dangerous beasts.



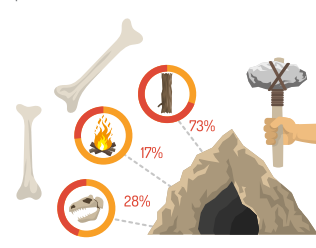
THE ACTIVITIES OF EARLY PRIMAL MAN

Early Primal Man dedicated his daily life to fulfilling the physiological requirements for survival. Only by hunting and building shelter could Mankind thrive in this early stage of human development.



THE SHELTER OF EARLY PRIMAL MAN

Early Primal Man relied exclusively on his environment to provide the basic materials necessary for shelter and protection from the environment.



Despite replacing the spear for a cellphone, individual hunting for commercial agriculture and isolated caves for grand communal structures, modern Primal Man shares the very same necessities as his evolutionary ancestors. Now empowered by innovation and technological development, mankind will begin to focus on fulfilling these fundamental needs today and for generations to come.

Belonging

When Man's physiological and safety needs are fulfilled, the need for belonging and acceptance becomes a priority. At this level, emotional relationships at home and the workplace are a significant influence on human behavior.

Belonging is a fundamental motivator for ensuring a sense of safety, identity and financial security within social structures such as family for generations. A powerful human requirement, this sense of belonging is achieved through investments that focus on harmony and protection.



It is extremely important that businesses harness a sense of unity and belonging within the local communities wherein they operate. Generating employment and giving back to local communities aids cooperation, improves recruitment and secures global economic growth.

Belonging instills a sense of pride, comradery and energy in Man, aiding overall productivity in their communities. The creation of a sense of belonging is overlooked by many, yet is surprisingly beneficial to long-term success.

Esteem



Acquiring appreciation and respect is the next motivator for Man's progress and success. In addition to the need for accomplishment and prestige, Esteem needs include the development of self-esteem and self-worth

within communities. This is achieved by making productive contributions to the world that reinforces personal value in society.

In the workplace, when employee self-esteem is low or a sense of appreciation is lacking, productivity and loyalty are also low. When these aspects are high, productivity and loyalty are high, increasing the security of a business and investment therein. Esteem is one of the most important psychological contributors to success; without it, ability perishes, with it, ability flourishes.

The higher manifestation of self-esteem is self-respect. Strength, competence, mastery, self-confidence, independence and freedom rely upon an inner competence established through experience. There are benefits to be had by associating with aspects that fuel this within. By investing alongside or in others/organisations that possess self-esteem, benefits abound from the capabilities enhanced by it.

Reputation

Reputation is the cornerstone of power and an ever-greater factor in success.



Ethical investments have a greater appeal to society and therefore are lower risk. Companies that consistently manage and measure their responsible business activities outperformed their FTSE 350 peers on total shareholder return in 7 out of the last 8 years; a very real demonstration of the gravitation towards success only through reputable means.

Securing the environment and securing the general populous, secures Mankind. Profit at any price is no longer acceptable; investing in products that are socially, morally and environmentally friendly is essential to maintain the order of things, remain profitable and to sustain financial security.

A positive reputation through moral, social and responsible action is unassailable and a key ingredient to both personal and financial success in the new world order.

Cognition

Man has a built-in need to increase his intelligence and enhance his knowledge. The human requirement to learn, explore, discover and create will ensure a better comprehension of the surrounding world.

Self-awareness and insight are vital to understanding the world and structuring lives and businesses in meaningful and integrated ways that lead to successful outcomes.

A lack of self-awareness creates ego and self-entitlement, factors that must be navigated in personal behaviour and that of others in order to protect from vulnerability, uncertainty and risk exposure.

Many give short shrift to the importance of cognition, which should actually be a top criterion. A high cognitive self-awareness score is the strongest predictor of overall success. Those whom are aware of their weaknesses are better able to seek guidance in categories in which acumen is lacking and thereby improve to higher attainment.



Self-Actualization



“What a man can be, he must be” - Abraham Maslow (1987)

Achieving full potential represents the continuous and comprehensive use of a Man’s highest talents and capabilities in the greatest generative way.

Self-actualization occurs when individuals reach a

state of harmony, understanding and intellectual fulfilment by achieving their full potential in life.

Concerned for the welfare of humanity and driven by strong moral, ethical and intellectual standards, self-actualized figures throughout history have provided solutions to some of Mankind’s most significant challenges.

Investing in ways that enable this fulfilment of potential is of great benefit to all participants. Satisfaction in self-fulfilment boosts productivity and peak performance, which creates further levels of reward both morally and financially

Transcendence

Leaving a worthwhile legacy increases in significance as the wealth divide expands. Helping future generations to educate themselves, fulfill their potential and self-actualize is more important now than ever. Investing in such a future must follow the Primal funnel to exist and remain intact for generations.

Investing in the solutions to Mankind’s primal needs of sustainability

creates a sense of true accomplishment. Empowered by innovation and technological development, one must focus on fulfilling Mankind’s Primal needs for the long term. Engaging directly with these needs creates lower risk and higher returns than traditional asset classes. It is certain that in a world demanding and deserving of higher social responsibility, sustainable businesses with Mankind’s Primal needs at the forefront will ensure a more secure, conscious and profitable future for us all.

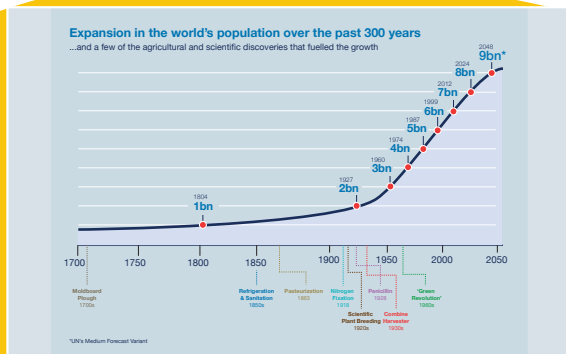


Primal Challenges

We live in an environment beset with new challenges requiring innovative thinking. The alternative is Albert Einstein's definition of insanity - "doing something over and over again and expecting a different result." This has a particular resonance for the planet as it transitions to a more volatile period, both climatically and across investment markets. Some of the changes are structural in nature and will have far reaching consequences that will impact our daily existence:

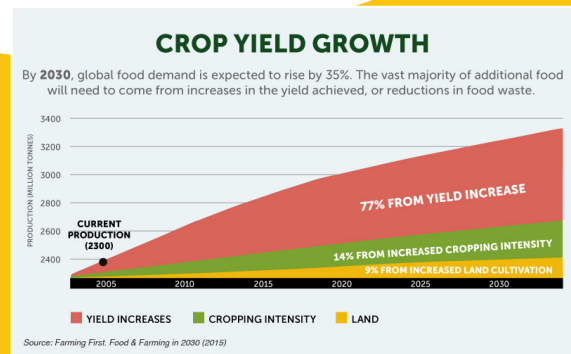
Rising Population

The United Nations predict that the global population will rise to 11 billion by the end of the century.



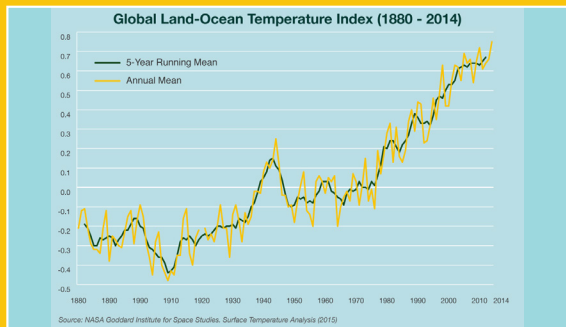
Food Productivity

By 2050 food productivity will need to increase by a further 70% and protein production by 100%.



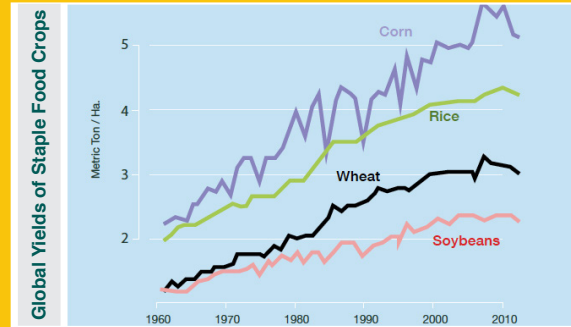
Warmer Global Temperatures

Temperatures may see a further 6°C rise by 2100 leading to cataclysmic changes to the environment.



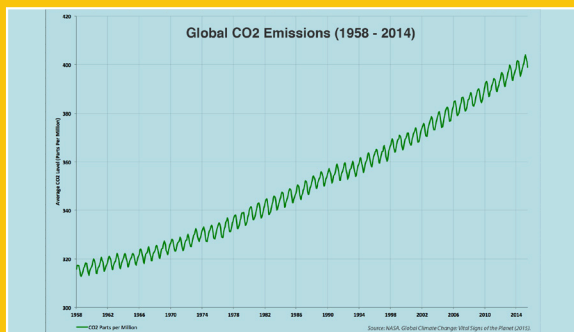
Declining Crop Productivity

Across all regions and all crops, yields will drop by 2% each decade (based on a 2°C rise by 2050).



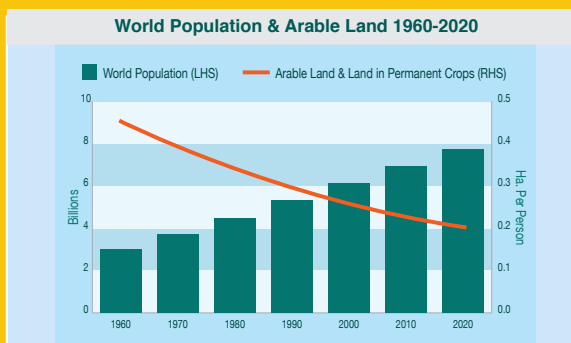
Higher Levels of Pollution

Over half of the world's population will be exposed to stagnant, polluted and hazardous air by 2100.



Less Farmland

An estimated 1.5 million km² of arable land will be lost by 2050



8 Primal Laws of Success

1 Provide Solutions to Human Needs

2 Create Win-Win Scenarios

3 Harness Unity

4 Esteem Enhances Capabilities

5 Reputation is the Cornerstone of Power

6 Cognition is Key

7 Fulfill Potential

8 Leave a Legacy

“We have the capacity to create a remarkably different future; one that can restore ecosystems, reduce carbon in the atmosphere and protect the environment while bringing forth innovation, prosperity, employment and security”

- Anthony J. Archer
Chairman & CEO



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