



Unified Planet Solutions

Global Answers to World Challenges

A wholly owned subsidiary of
Evrensel Capital Partners Limited

INVESTOR INTRODUCTION

ORGANIZATION INFORMATION

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FOCUS SECTORS



TIMELINE

REVOLUTIONIZING GLOBAL NETWORKS

CONNECTING HUMANITY ACROSS THE PLANET



2018

- > Evrensel Capital Partners founded



2021

- > **Unified Planet Solutions Corp** founded as a subsidiary of ECP
- > Acquisition of first entities in the **water, waste, soils** (agriculture), and **air**-based solutions market



2022

- > Expand Portfolio
- > Capture the **best value drivers** in the market



2024

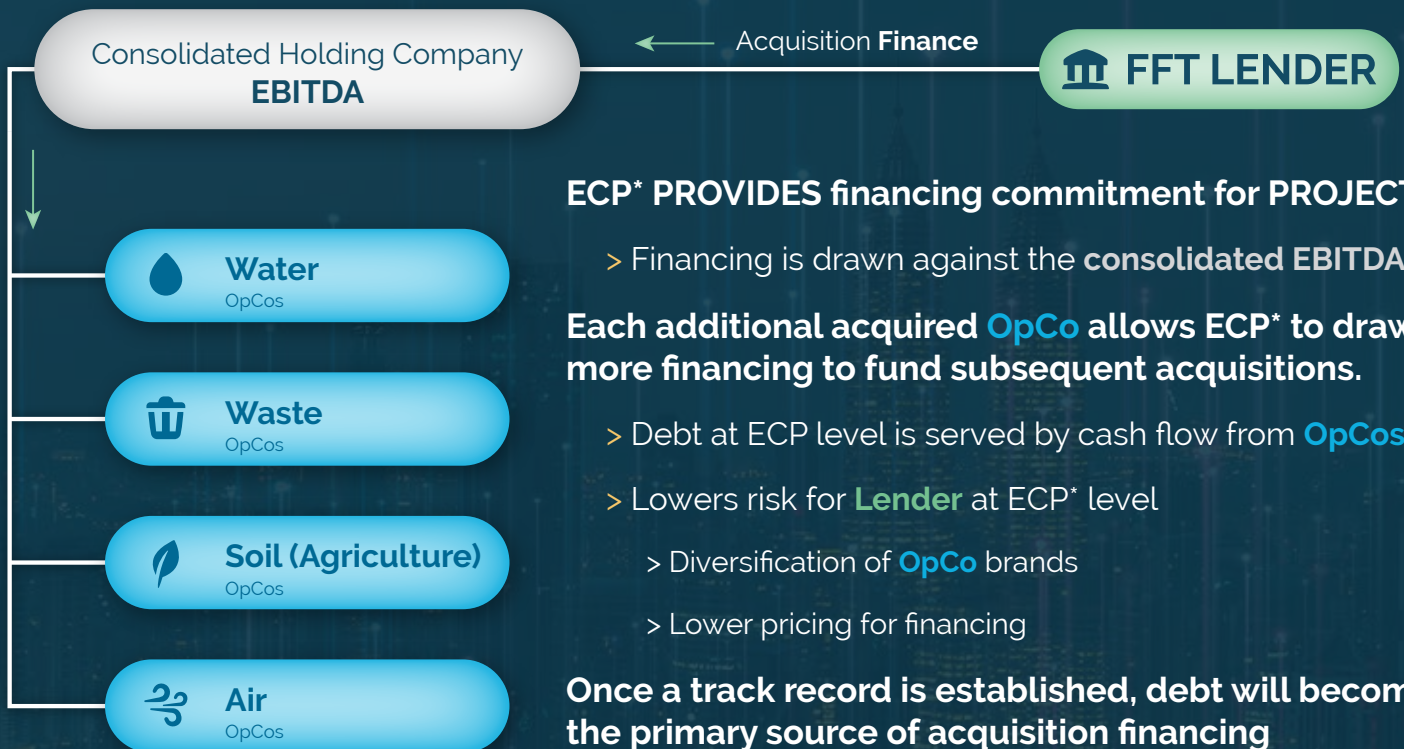
- > Global **Leadership**
- > Redefine how people understand, value, and care for **our planet**.

EBITDA-BASED FUNDING

SUSTAINABLE, SCALABLE, & FINANCIALLY VIABLE
TARGET ACQUISITIONS

Unified Planet Solutions Corp.

(wholly owned subsidiary of ECP*)



ECP* PROVIDES financing commitment for PROJECTS.

> Financing is drawn against the **consolidated EBITDA**

Each additional acquired OpCo allows ECP* to draw more financing to fund subsequent acquisitions.

> Debt at ECP level is served by cash flow from **OpCos**

> Lowers risk for **Lender** at ECP* level

> Diversification of **OpCo** brands

> Lower pricing for financing

Once a track record is established, debt will become the primary source of acquisition financing

> Leverage up to **4x EBITDA**

KEY

*ECP - Evrensel Capital Partners

OpCo - Operating Company

Lender - Banking institution

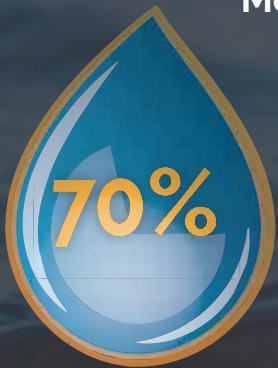


WATER

USAGE & ACCESS

Sustainable access to clean water is a serious global issue.

Most issues involve shortages, contamination, lack of conservation, and mismanagement.



70% of daily clean water usage is for **commercial** and **industrial** purposes.

Oil production, mining, textile and garment creation - even the beverage industry - are a steady drain on this precious resource. The shortage of clean, potable water is only going to get worse.

TOTAL SOLUTION APPROACH

ECP's Total Solution philosophy analyzes and audits water issues and proposes solutions for how to most effectively leverage technology to fix prioritized problems:

- > **Decontaminating** potable water sources
- > **Creating** fresh water from the atmosphere
- > **Conserving** agricultural irrigation water
- > **Enhancing** farming productivity

ECP doesn't just **invest** in organizations. We partner **with** them, which allows us to utilize best-in-class technologies that can solve global problems with consistency and longevity.

SUSTAINABILITY

UPSC has strong relationships with partners, experts, and leaders in many global markets.

Our vision is a

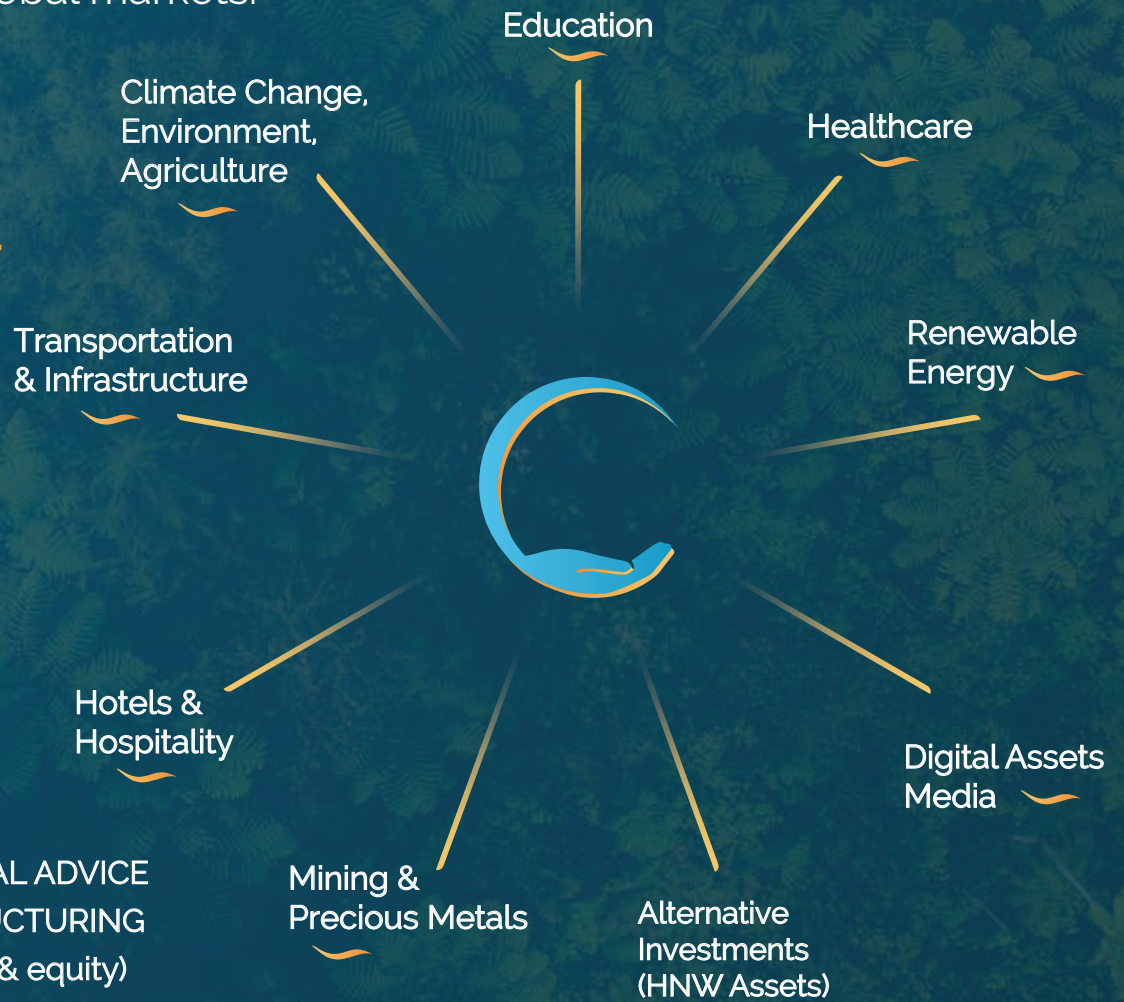
SUSTAINABLE FUTURE.

Our assets are

OUR PEOPLE.

Our tool is

CAPITAL FUNDING.



- STRATEGIC FINANCIAL ADVICE
- CORPORATE RESTRUCTURING
- FUND RAISING (debt & equity)
- J/V AND PARTNERSHIP
- PRE-IPO FUNDING

- MERGERS & ACQUISITIONS
- ESTABLISHING FUNDING
- CORPORATE FINANCE
- COMPANY INCORPORATION

- HIGH LEVEL NETWORKING
- INITIAL PUBLIC OFFERING ADVISORY
- BRIDGE & PROJECT FINANCING
- GLOBAL BUSINESS DEVELOPMENT
- WEALTH ADVISORY

PARTNERS



We don't just **invest**.
We **partner**.

United Planet Solutions endeavors to find and support organizations that share our values of sustainable and eco-friendly industry.

These partners are working to build a better future **for our planet**.





Summary

It's more important than ever to facilitate sustainable development that supports quality **and** quantity.

Operational risk & situational awareness are key to **clean water production** and **waste water processing**, and improving the quality of all water available.

HAL24K Water teams quickly pinpoint where a problem lies, rapidly respond, and minimize the impact, bringing risk awareness to a new level.

Traditionally, implementing Big Data and 'AI driven' insights in regard to water quality and waste water - both individual and commercial - has been technically challenging.

With **HAL24K WATER's** industry-specific tools and solutions and AI-driven insights are implemented rapidly to reduce the cost, effort, and delays usually associated with real-world deployment and the industrialization of complex data management & analysis.

Water Quality Management

DATA INGESTION

- > Data Scheduling
- > Data Validation
- > Data transformation & aggregation
- > Data pipeline monitoring

DASHBOARD

- > Web-based Access
- > Schematic Visualizations
- > Aggregated KPI Display
- > Open-Source Elements for internal customizations

Additional capabilities, R&D

AI-BASED BLOCKAGE DETECTION

- > Data Scheduling
- > Unplanned spill predictions

ENVIRONMENTAL SOLUTIONS

- > AI-based alarm systems
- > Water quality monitoring
- > Enhancing water treatment using machine learning
- > Drone investigation and satellite imagery
- > AI modeling & monetizing standardization
- > AI-based root cause decision support
- > Leak detection



COMMODITY MONITOR

MERCURY-FREE EQUIPMENT FOR ARTISANAL AND SMALL-SCALE MINERS

Summary

Saving Ghana's Water Resources

GOVERNMENT REVENUES & MERCHANDISE EXPORTS

Mining Sector Revenues

2016

GH¢ 1,633 B
(USD \$287 M)

2017

GH¢ 2,160 B
(USD \$380 M)

For several decades, Ghana's economy has depended on mining for its growth & development.

Ghana is Africa's **biggest gold producer**. The sector also contributes significantly to the country's merchandise export earnings. In 2017, total merchandise export earnings were **US\$ 13.7 billion** and minerals export contributed **43% of the total merchandise exports**, constituting **US\$ 6 billion**.

MERCURY-FREE MINING EQUIPMENT

- > Efficiently recovers more gold **without using chemicals** (like mercury) or polluting river bodies
- > Processing plants recover 32 lbs. of gold in mercury-free conditions

MULTILATERAL MINING INTEGRATED PROJECT

- > Community-based mining plans will improve the management of artisanal small-scale mining in Ghana to ensure the contribution to socio-economic development is tangible to local communities.
- > The government is tackling environmental destruction. The MMIP combines **legislation, enforcement, civil, integrated**, and **technological** approach as a sustainable, structured concept that encompasses multi-stakeholders to deal with the illegal mining menace.

Learn more about Commodity Monitor at commoditymonitor.org.

GAH

Global Agricultural Holdings



EnviroDome Controlled Environment Greenhouse Systems

Summary

The Global Challenge

THE WORLD NEEDS TO PRODUCE 50% MORE FOOD TO FEED 9 BILLION PEOPLE BY 2050.

Crop Yields, Food Supply, & GDP

Climate change could cut crop yields by **more than 25%**. The land, biodiversity, oceans, forests, and other forms of natural capital are being depleted at unprecedented rates. Unless we change how we grow our food and manage our natural capital, food security will **be at risk** - especially for the world's poorest.

ONE-THIRD OF ALL CHILD DEATHS GLOBALLY ARE ATTRIBUTED TO UNDER-NUTRITION.

Malnutrition and Health & Wellness

According to the **UN Food and Agriculture Organization (FAO)**, high rates of malnutrition can lead to **GDP losses of as much as 4-5 percent**. Food security is a significant cross-industry growth driver and demonstrates that a country's economic growth does not bring food security but rather that **food security brings economic growth**. Volatile **food prices** are unfortunately normal. Many poor families adapt by eating cheaper and less nutritious food, which has severe, life-long effects on the social, physical, and mental well-being of millions of young people. This malnutrition also contributes to **pediatric & maternal illness, decreased learning capacity, lower productivity, and higher mortality rates**.

GAH PROVIDES SOLUTIONS

EnviroDome Controlled Environment Agriculture

Our team plans, designs, builds, and distributes our patented CEA systems. CEAs are fully integrated growing systems that ensure **sustainable and energy-efficient crop cultivation** with the following features:

- > Weather & Insect Protection
- > Customizable Light Transmission
- > Insect Protection
- > Ventilation System
- > Thermal Screening

BENEFITS OF EFFICIENT AGRICULTURE

Efficient agriculture provides lower employment seasonality, higher wages, more disciplined approaches to cultivation, and more predictable financial returns

LEADERSHIP TEAM

— Our assets are **our people**.

United Planet Solutions Corp. represents an innovative 21st-century investment structure.

Founded by Tony Moore, a former executive director of Goldman Sachs, ECP has built a differentiated global corporate finance advisory and asset management company.

We have reimaged traditional business models and created a financial advisory company with tested success, respected industry relationships, and demonstrably profitable financial advisory management.

Our team of executives and managers have a collectively vast breadth of knowledge in government, finance, and industry.

The depths of their combined expertise is rivaled only by their diversity of geography, nationality, technology use, market sector, product line, service offerings, and brand representations.

This unprecedented collection of skill sets enables us to **qualify** and **support** the best investments and **partner with them** through to successful outcomes.

And, we don't just *identify* new partnership opportunities; we *build and operate* our own subsidiary companies, greatly enhancing the likelihood of successful businesses and their teams, bottom lines, and increased financial returns.

United Planet Solutions, and its parent company, **Evrensel Capital Partners**, UPSC's parent company) is ready to take on the next big challenge, whatever it may be, in the world of global business.



ANTHONY ROGER MOORE

Founder | Chairperson

Anthony (Tony) Moore, founder of **Evrensel Capital Partners**, is the visionary with 45+ years experience in the global financial services industry. He's lived and worked in 9 cities across 6 countries and transacted business in over 30 countries.

Notably, Tony opened and managed the **Goldman Sachs Asia** office based in Hong Kong, was the head of Investment Banking at **Goldman Sachs Japan**, and **Executive Director at Goldman Sachs in London**, managing U.K. privatizations and relationships with a large number of Footsie 100 companies. After Goldman Sachs, he held a number of positions:

- > Member of the Board of **Banker's Trust International**
- > Chairman of Corporate Finance at **BZW**, a subsidiary of Barclays Bank
- > President & CEO of **New Energy Ventures Technologies** in Los Angeles

Tony still serves as a Director and Board Chairperson for a number of public and private companies in the **USA, Europe, and Asia/Pacific**. He was **Chairman of the Africa Development Fund** and a Mauritius-regulated fund investing in start-ups.

His experience ranges across capital markets, equity fundraising, cross-border mergers & acquisitions, project finance, real estate, precious metals, asset management, and wealth advisory.

He has special experience in guiding start up and emerging companies through to an exit, be it trade, sale, or IPO.

Tony has an extensive, global senior executive level network in government, public entities, financial institutions and corporates around the world.

Watch Anthony Moore's vision for Unified Planet Solutions:

> <https://vimeo.com/607542124/1d97219e5a>

Read the Industry Era article about Anthony Moore:

> <https://www.industry-era.com/Anthony-Moore-Founder-Chairman-CEO-of-EVRENSEL-CAPITAL-PARTNERS-PLC-Vendor-as-Most-Inspiring-CEOs-of-2021-BY-IndustryEra.php>





HARI IYER

Vice Chairman | Director

Hari is a leader with clear vision and ambition to achieve exceptional results. He has over 30 years of experience in consulting, corporate finance and strategic risk management covering a number of countries including UK, Australia, India and Malaysia.

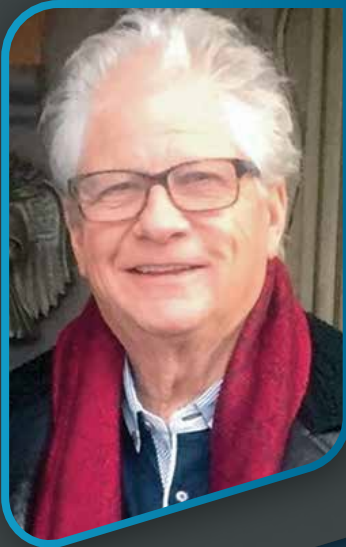
He is a leader of complex engagements for Big 4 firms (PwC, Deloitte, EY & KPMG) and managed assignments with a number of FTSE 100 clients in industries like **FMCG, Financial Services, Oil & Gas**, and key **government projects**. This included mergers & acquisitions, debt & equity finance, cost reduction programs, private equity, and venture capital funding.

Hari is currently the Executive Director and founder of **Hadigy** specialising in corporate finance and project funding, and works with international capital markets. He's been an industry panel advisor for several Malaysian universities, **published** in professional accountancy journals on auditing, and been a regular public speaker at conferences, professional networks, and universities.

He focuses on corporate financial advisory for a range of organizations in Financial Services, Fintech, Technology, Healthcare, Manufacturing, Infrastructure industries going through growth and transformation.

Mr. Iyer is a Chartered Fellow of the Chartered Institute for Securities & Investments, a Member of the **Chartered Accountants of Australia and New Zealand**, a Fellow member of the **Institute of CPAs (Hong Kong)**, Fellow member of the **Chartered Institute for Public Finance & Accountancy**, and Chartered Accountant member of the **Malaysian Institute of Accountants**.

Iyer holds a Bachelor's degree in Accounting and an MBA.



LARSON ELMORE

Director, Global Business Development

Mr. Elmore is a seasoned professional visionary, with a proven track record for identifying companies with products and services with hidden potential, then building an effective business model around them.

Throughout his career he has been instrumental in raising over **\$3 billion** from professional and private investors for a variety of projects.

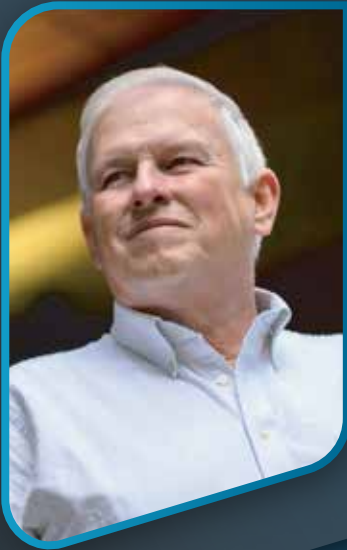
He began his career in the Seminar and Education sector, working with prominent leaders including **Zig Ziglar**, **Paul Harvey**, **Art Linkletter**, and other media and marketing pioneers. Over the years, managed a property portfolio worth over **\$100 million** of large-scale projects.

He consulted for RBC Mortgage Group and secured \$43 million for the construction of **Home Depot's 250,000-sq. ft. National Headquarters** in Atlanta, and a **\$2.4 billion casino resort** in Mississippi. He also founded a Direct Response revenue-generating telecommunications firm utilizing **AT&T** and **MCI WorldCom** billing systems.

For the last 20 years, Larson has focused on forming concept-centric ventures around emerging market sectors like the cannabis and health and wellness industries. His broad knowledge of various disciplines, high-level contacts in multiple industries, and organization and planning abilities make him uniquely qualified to assemble effective resources and leadership to execute these strategies.

He earned his BA degree from Johnson University in Knoxville,

TN and received its Outstanding Speaker Award. Larson has completed coursework towards an M.A. and **PhD in Speech and Communications** at Lincoln University, Indiana University, and Hebrew Union in Jerusalem.



BRIAN SHEA

Director & CEO

For over 25 years, Brian Shea has built and led teams focused on information technology, software development, quality assurance, risk management, testing, infrastructure, and high-tech engineering. Most recently, Brian has served at several high-profile leaders in the compliance, quality control, and tech industries, including:

- > Qualitest
- > Sogeti (a Capgemini company)
- > QBit
- > Vizuri
- > Atos KPMG

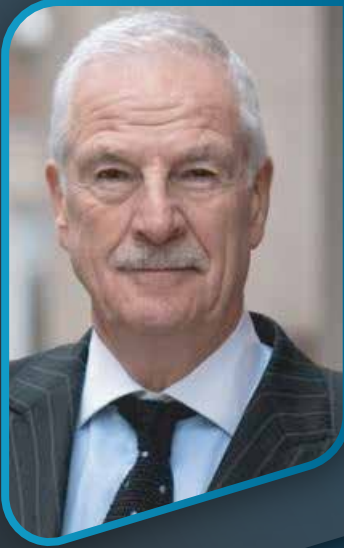
In 2020, Mr. Shea founded **HAL24K Water**, an organization that leverages data engineering to deliver a proprietary AI platform and visual dashboards to the utility sector. HAL24K's operational and predictive intelligence transforms the **use, management,** and **conservation** of vital water resources.



intelligence solutions enable:

- > Operational & predictive water level management
- > Optimization of water distribution
- > Quick defect detection and response
- > Optimized energy usage
- > Enhanced value of critical assets
- > Reduction in facility downtime
- > Decrease in pollution
- > Reduced CAPEX and OPEX
- > Decrease in environmental impact

Shea is committed to **Sustainability** and "**Capitalism with a Conscience**" in order to manifest a new generation of AI & Machine Learning to the global Water sector.



ROBERT RAKISON

Director, Exec. V.P. | Sr. Intl. Counsel

Robert is an international business consultant and English solicitor (attorney), providing a combination of legal advice, project management, strategic guidance and tactical experience across a broad range of industries, including:

- > Private Equity > Venture Capital > Corporate Finance > Oil & Gas
- > Natural Resources > Renewable Energy > Online Gaming > Leisure
- > Franchise & Distribution > Food & Beverage > Sports > Real Estate

During his 40+ years in law, Robert's projects have spanned across more than 100 countries. He has proven experience in cross-border mergers, acquisitions, private equity investment, raising private equity, AIM listings, e-commerce financing, structurings, and joint ventures.

1978 - '92 > Founder, Rakisons | Int'l & Cross Border law (U.K.)

1993 - '99 > Partner, Morgan, Lewis, & Bockius (U.K.)

1999 - '02 > Partner, McDermott, Will, & Emery (U.K.)

2002 - '09 > Co-Founder, Grundberg Mocatta Rakison | Int'l & Cross Border law (U.K.)

2009 - '18 > Partner, McGuireWoods - Board of Partners; Co-Chair, Private Equity Industry Team; Governing Partner (U.K.)

2020 - > Senior International Counsel, Hatstone Lawyers (Jersey)

Hatstone is a leading multi-jurisdictional group that provides services in legal, corporate, and investment fund administration, with offices in **BVI, Ireland, Jersey, London, Panama,** and **South Africa.**

Hatstone also represents LNI (Legal Network International) in Jersey, South Africa, Panama and BVI.

Robert is on the Steering Committee for LNI, a network of over 60 independent law firms in more than 50 jurisdictions.



SADESH SOOKRAJ

Director

Sadesh Sookraj is an entrepreneurial C-level Executive who has delivered superior growth and innovation for three decades, leading organizations in Africa, the **Middle East**, and **North America**. Sadesh has grown business within established international companies and scaled start-ups from infancy to fully mature entities. He thrives within multi-functional and multi-cultural teams, and deeply understands **value chain functions** and **product supply chain partnerships**. He is an industry leader for the positioning of **renewable** chemical processing and power plants across the globe for the last decade.

Sadesh has grown established international companies and scaled start-ups to maturity.

His impressive portfolio of talents includes:

- > Established international organization growth
- > Improving and commercializing **world-first technology**, processes, products, and materials
- > Designing **low-carbon solutions**
- > Experience in almost every major product & service industry
- > Reshaping large-scale renewable power and chemical complexes
- > Integrating solar and wind energy with conventional power solutions, eliminating battery usage, and **driving down carbon and nitrogen emissions to almost zero**
- > Company board experience in sustainable business
- > Designing disruptive business models that go beyond financials toward intangibles like brand, reputation, and creating more value



YAVUZ SELIM SILAY, M.D. | M.B.A.

Director

Yavuz Silay is a **"Physician Entrepreneur & Venture Architect."** His vast resume of experience in medical science and international business is highlighted by his myriad of affiliations over the past 2 decades of global private & public sector experience in management consulting, pharmaceutical, financial services, medtech, and broadcast media in the United States, Turkey, & MENA regions.

A Turkish American global citizen, Yavuz spent 7 years in Germany, 14 in the U.S., and in the last 9 in Turkey. Key ventures Dr. Silay is well-known for are his business & healthcare management and his foray into business broadcasting.

- > Dr. Silay is the chairman of Istanbul Consulting Group and a managing partner at NTR TV (Ankara, Turkey). He also broadcasts to over 900 million people in over 40 countries via multiple international TV talk shows: **5 Technology News**, **World Health News**, and **Innovation to Brand**.
- > Dr. Silay currently serves as managing partner at **World Enterprise Capital Advisory Network** (WECAN), U.S.A., a medical & healthcare investments advisor at **Opulent Investments Group** in London, co-founder & Partner of **MaQasid Angel Investor Network** (Istanbul), Vice Chairman & CEO of **Fonkolay**, a crowdfunding platform, and a board member of GP Holding (Green Power), a company dedicated to sustainability in energy, estate development, trading, services, oil & gas, hotel management & medtech innovation.

He has been a board member (**Skyder**, **BID**, **WIHU**, **SADEFE**), management consultant, employee manager (**Siemens**), Director Associate Director (**KV**), and Vice President (**Ipsen**) for various health, social services, and healthcare provision organizations.

- > He was a physician scientist at Forest Pharmaceutical and the Clinical Research Director at **Baylor College of Medicine**. He's provided strategic guidance to research-based pharmaceutical companies at **The World Bank** for the **Ministry of Health**, specializing in organ transplants and cell & tissue banking.
- > Dr. Silay has built high-performing teams, productive organizations, and built brand revenue in diverse markets. His mastery of multiple disciplines - communication, analytical thinking, crisis management, clinical development, medical affairs, market access, payer strategy, product development, lifecycle management, global market access, P&L, change management, organizational design, regulatory strategy, and clinical studies - makes him a confident leader.



JANET NYAMUSI

Janet's experience as an **environmental expert** makes her a rich talent in compliance, climate change, sustainable consumption & production, and waste management. Her career has centered around multiple disciplines, including lifecycle assessment, circular economy, industrial symbiosis, resource efficiency, clean production, green growth, carbon footprint reduction, material flow analysis, social sustainability assessments, material efficiency, eco-design, and global change. Janet has been involved with environmental programs focusing on **pollution reduction**, **low carbon**, **climate resiliency**, and **compliance** to national and international standards, and has helped maintain partnerships with key stakeholders to advocate for specific projects and programs.

She has helped develop over **60 case studies** during her work on various eco-projects as a project manager and technical officer. Some of her iconic projects and affiliations include:

- > Lake Victoria Environmental Management Program (funded by SIDA/World Bank)
- > Switch Africa Green (Industrial Symbiosis, funded by E.U. & U.N. in 6 countries)
- > Nairobi River Basin Program (funded by DANIDA)
- > African Region Chemical Safety Management Promotion (funded by UNEP and ICCA)
- > Women & Climate Change (funded by Soroptimist International - Denmark)
- > Mainstreaming SCP Policies for Eco-Innovation (funded by UNEP)
- > Member of the East African Standards Committee and **Chairperson** in the EASC technical committee on packaging, responsible for developing, maintaining and dissemination of standards for Kenya, Uganda, Tanzania, Rwanda, Burundi and South Sudan.

From project proposals and mapping to managing grant-funds, overseeing research, and knowledge management, she excels at establishing best practices through workshops, documentation, upscaling, and policy consultation, and is experienced in media communication and public relations.

Ms. Nyamusi holds a Master of Science in Climate Change and Sustainability, a Bachelors in Environment Studies from Kenyatta University, and is pursuing a post-graduate degree in Sustainability & Environmental Management from the University of Derby, UK.



LOUISE McCARTHY

Louise McCarthy is an **award-winning**, dynamic CIO and leader with **35 years of experience** in large private and public sector organizations, including **HMRC, Aviva, HSBC,** and **EBRD**., and an **inspirational role model and advocate** for females throughout the technology industry.

Ms. McCarthy is highly respected internationally for achieving **tangible, measurable results** in the technology and digital industries.

Louise consistently provides board of directors-level value for **facilitating jaw-dropping transformations** with complex digital design and strategy that seamlessly align business objectives. She supports a myriad of technology companies as an advisor and consultant to Chief Experience Officers (CXOs).

She has also created Global Digital IT transformation strategies for international executive teams around the world.

Her background in the **financial** and **commercial** verticals gives her an invaluable and irreplaceable perspective, and her commercial creativity speaks for itself.

Ms. McCarthy is currently an Independent Non-Executive Director (INED) for **Recognise Bank** and **Leumi UK**, and a Board Advisor for several companies, including Bain, a global consultancy firm that focuses on sustainability, global economic trends, Net Promoter innovations (measuring customer experience), and data-driven decision-making and scalability.

Louise brings immense value to UPSC as a digital, experience, and strategy executive.



STEVE ROWAN

Steve Rowan is a Chartered Chemist with over 33 years of experience in the environment and sustainability industry. In 1990, after a career in regulatory enforcement and chemical emergency response, he moved to the private sector, he began consulting major corporations, funding syndicates, and government agencies.

In 2010, he launched the consulting firm, **Earth & Marine Environmental Consultants Ltd.** (EAME) to serve emerging markets, investment projects, & climate change resiliency. Steve has worked for clients from **every industrial sector, all over the world**, and in its **most degraded environments**.

His extensive experience includes a wide range of environmental, social, and governance issues that impact some of the largest companies in the world. He spent years advising investors, institutional and specialist funders, including 2 years as **acting CEO of a private equity firm** investing in emerging markets.

Steve has worked internationally in **over 55 countries**, been retained for long-term projects by large corporations as an environmental adviser, given expert testimony, presented papers at international conferences, administered hundreds of trainings, and written training manuals.

Mr. Rowan has expanded EAME into various sustainable entrepreneurial ventures, as a founding principal or key investment adviser, including:

- > Manufacture of green chemicals from agricultural waste
- > Harnessing natural pharmaceuticals from sustainably grown produce
- > Environmentally-friendly gold recovery & mine restoration in tropical rainforests
- > Mangrove enhancing coastal protection systems.

Mr. Rowan holds a degrees in BS Hons Environmental Chemistry from the University of Sussex, MS in Pollution & Environmental Control from the University of Manchester, and has been a member of the Royal Society of Chemistry for almost 30 years.



LOUIS PIETERSE

Louis Pieterse is truly innovative at heart. He started off his career as a founding member of **Matogen**, a tech company currently based in Stellenbosch, South Africa. Just 2 years later, he returned the agriculture industry, and never looked back.

Mr. Pieterse has **15 years of experience** that encompasses the whole agriculture value chain, including property management, planning, production, processing, organizational management, value chain management, product development, sales & marketing, FMCG partnerships and international trade (exports/imports).

He's a constant champion of **efficiency, expansion, and diversification**. His subsequent focus became agricultural finance - raising capital, physical asset management, project planning, and expansion financing, and he quickly earned a reputation for **bringing visions to life**, and manifesting concepts into commercial success.

Louis's full-spectrum specialties in agricultural practice, tech developments, agricultural efficiency, and financial requirements have bolstered his core value to

His previous commercial experience includes Managing Director of **Sieg Food**, Director of **Agroco Fresh Produce**, CEO of **Love Wine South Africa**, and Director of **Aurratech Africa**. His latest stint as Commercial Head of **Terra Africa division**.

Over the years, Louis was pivotally involved with innovative projects and technologies as a business consultant for **VC, PE, Commercial Agricultural Entities**, and service providers.

His fierce passions for **Africa, Agriculture, Technology, and People** are crucially essential during this time of the never-ending work to **make our planet a better place to live**.

Mr. Pieterse is fluent in both **English** and **Afrikaans** and holds a degree from the University of Stellenbosch. He has done business across the globe, including **Africa, U.K., Hong Kong, the Netherlands, Germany, Scandinavia, and North & South America**.



HUMAIID AL BLOOSHI

Marketing Advisor

Humaid Al Blooshi specializes in **Government relations, protocol, business development**, and helping connect corporate projects with mutually beneficial Global markets.

He and his elite team has played important roles for various startups in almost every market vertical in the U.A.E.

He's been involved in media and events, and is the main point of contact for many elites and royals on a regular basis. Al Blooshi has been a **recurring VIP** at high-end venues that connect businesses to his **Royal network**.

He's had a hand in well-known international events & venues, such as:

- > World Cup horse races
- > World Air Games
- > Dubai Golf Club
- > Arabian Travel Market
- > Redbull Air Races
- > Dubai World Trade Center
- > Volvo Ocean Race
- > HSBC Golf Championship
- > Madinat Jumeirah
- > Dubai International Film Festival
- > Launching Rolex and Patek Philippe Watches

Humaid and his team's creativity, organization, marketing, and project management is well-known in notable circles for development of brands and their marketing strategies to prepare companies and investment firms for future consumers in the U.A.E. and internationally.

Al Blooshi is usually a man behind the curtain, but his deep understanding of local and foreign cultures makes him a critical lynch pin in the marketing process.



CHRIS MOON

Corporate Marketing Director

Chris Moon, internationally acclaimed for his discovery, marketing, and branding of the pop star, **Prince**, and subsequently founded Moon Sound Studios in 1972. He's collaborated with dozens of renowned musicians and Fortune 500 companies all over the world, and successfully marketed, produced, engineered, and branded musicians resulting in over **20 million worldwide record sales** and supported billions of dollars in corporate revenue.

Fortune 500 Corporate Marketing

Through his software marketing company, **Intesel**, Mr. Moon has personally produced numerous hi-tech marketing programs for companies such as: Apple, IBM, Intel, Wells Fargo, The NFL, The Super Bowl, the Department of Naval Intelligence, and The Olympics.



NATIONAL WESTERN
LIFE INSURANCE COMPANY



> MC Hammer

> Dez Dickerson

> Andre Simone

> Morris Day

> Cynthia Johnson (Lipps Inc.)



MARC SANDIN

Brand & Marketing Designer

Marc Sandin is a 15-year marketing veteran with a strong intuition for branding and design. He is a 20-year veteran copywriter, editor, and content director for print, web, social media, and corporate messaging projects.

In 2009, Marc founded his own design and digital consultancy, **Marc Sandin Creative**, which provides **best-in-class** corporate marketing & sales asset design solutions, including brand development, photography, art direction, and marketing project management, creating beautiful and functional marketing assets to execute tailored messages to specific audiences:

- > B2B
- > B2C
- > Investor Relations
- > Branding & Culture
- > Entertainment
- > Legal
- > SaaS
- > Training
- > Technical
- > Culture & Development
- > Branding & Culture
- > Food Service
- > Entertainment
- > Publishing

Marc's broad experience across Marketing fields such as SEO, Conversion Optimization, Social Media, and Digital Media, Copywriting, and Graphic Design make him a uniquely talented and collaborative marketing executive.

Marc's body of work encompasses everything from Mom & Pop shops to 100,000-attendee conventions. His past partnerships, affiliations, & clients include:





PACKY MCFARLAND

Digital Media Producer

Over the past **three decades**, Packy McFarland has developed the expertise and skills that have helped him produce some of the most popular and lucrative infomercials in TV history.

McFarland has **written, directed, or produced over 100** powerful long-form programs as well as hundreds of short form spots.

Packy's notable advertising campaign work has included notable industry leaders:

REVLON

Disney

FINGERHUT®



GUTHY-RENKER

> Apple

> Disney

> Chevron

> Revlon

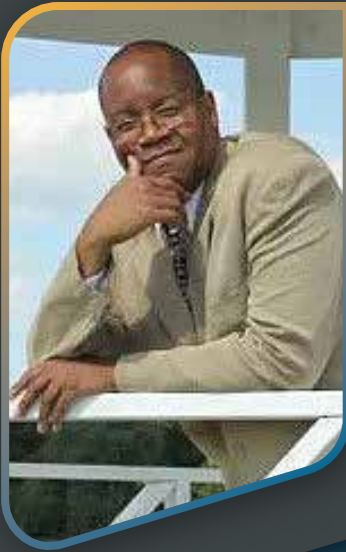
> Ronco

> Bissell

> Fingerhut

> Guthy-Renker

He attributes his success to being teamed with great companies and quality products. When these are combined with his **creative vision**, Packy's projects produce big sales and have grossed **in excess of a billion dollars** for his clients.



JOHN "JR" RIVERS

Director of Entertainment Venues

John "JR" Rivers brings a long history of involvement in various profitable business ventures to his role as VMI's Director of Entertainment.

Mr. Rivers possesses an academic background in **mathematics** and his expertise includes **information technology** and **business structure**.

Furthermore, Mr. Rivers has worked in the entertainment industry with national artists, making him perfectly positioned to his role of promoting and organizing successful franchises.

ORG CHART



BOARD OF DIRECTORS

Anthony Moore | Chairperson, Founder

Hari Iyer | Vice Chairperson, Director

Robert Rakison | Exec. VP, Int'l Col., & Dir.

Brian Shea | CEO & Director

Larson Elmore | Director, Global Business Dev.

Sadesh Sookraj | Director

Yavuz Selim Silay, MD, MBA | Director



MARKETING & ADVERTISING

Humaid Al Blooshi | Marketing Advisory

Marc Sandin | Director, Brand & Marketing Design

Chris Moon | Director, Corp. Marketing

Packy Mcfarland | Director, Media Production

John "JR" Rivers | Dir., Entertainment Venues



EXECUTIVE COMMITTEE

Brian Shea | CEO

Janet Nyamusi

Louise McCarthy | Advisor

Louis Pieterse

Steve Rowan

CORPORATE & SOCIAL RESPONSIBILITY

Evrensel Capital Partners collaboration with charitable causes over the years.



Headquartered in Kansas City, MO, and founded in 2009 by innovator **Gary White** and Hollywood actor **Matt Damon**, **Water.org** aims to make safe water and sanitation available to all through the mechanism of affordable financing and has empowered the lives of roughly 12 million people worldwide.

To avoid using charity as a long-term solution, we created the **WaterCredit program** to make safe water a reality by providing expert resources and small, affordable loans. We're committed to providing safe water and sanitation to everyone and have earned a 4-star rating, ranking among the top 10% of global charities accountability and transparency.

They currently have active campaigns in Ethiopia, Ghana, Kenya, Tanzania, Uganda, Bangladesh, India, Philippines, Cambodia, Indonesia, Brazil, Honduras, and Peru.

CORE Community Organized Relief Effort

CORE, founded by actor Sean Penn, is a crisis response organization that brings immediate **aid** and recovery to underserved communities across the globe. They specialize in emergency relief, disaster preparedness, environmental resilience, and community building.

Specific crises they've addresses have been **COVID-19**, the **Haiti Earthquake**, **Hurricane Ida**, and the **Texas border crisis**.

CORE's vision is to face realities of disaster fearlessly and work to rebuild communities in emergency and create programs that focus on preparedness and resilience.

Learn more about them at [coreresponse.org](https://www.coreresponse.org)

Over
5.8 million
tests administered

Over
2.3 million
vaccines administered



WHAT PEOPLE ARE SAYING



*"I have never met a person with more **optimism, energy, or knowledge** than Tony. There are only a handful of people on this earth who could have done what he has. Only a small number of people truly have the qualities needed to be great leaders. Tony is one of those **elite individuals**, and he applies his talents and character to the world of business in a way that brings me hope for a **truly brighter future**."*

- Brain Shea | CEO, UPSC

*"During my initial meetings with Anthony, his seemingly unrelated questions eventually revealed he wasn't only investing in my company, **they were investing in me**. ECP solidified my **management**, opened up new markets, and **tripled our projected revenues**. Other investors frequently made me feel like the company wouldn't be mine anymore; not so with Tony and his team. They know exactly what they are doing, talk the talk, and **walk the walk**. Anthony is not only an investor, but a friend."*



- Daniel Sunley-Smith | Founder, Asylum Custom Motorcycles



*"At age 45, I finally found the way to actually achieve my dreams. **Tony is the star I follow** during the most difficult challenges - both professional and personal. I'm full of hope because I believe again, and **I'm not alone**. In Tony, I have a **mentor, partner, and sincere friend**. His faith and support have made it possible to achieve amazing deeds for our families, our children, and - **above all** - for the families and children of **future generations**."*

- Ivaylo Velikov | Chief of Staff, Evrensel Capital Partners

*"Tony is **one of those rare fountains of knowledge and experience**... and experience is something that no school can teach, nor money can buy. It's a privilege and honor to count him as a **very influential and respected financial services colleague** and industry associate. Our industry is richer for having highly reputable people like him around."*

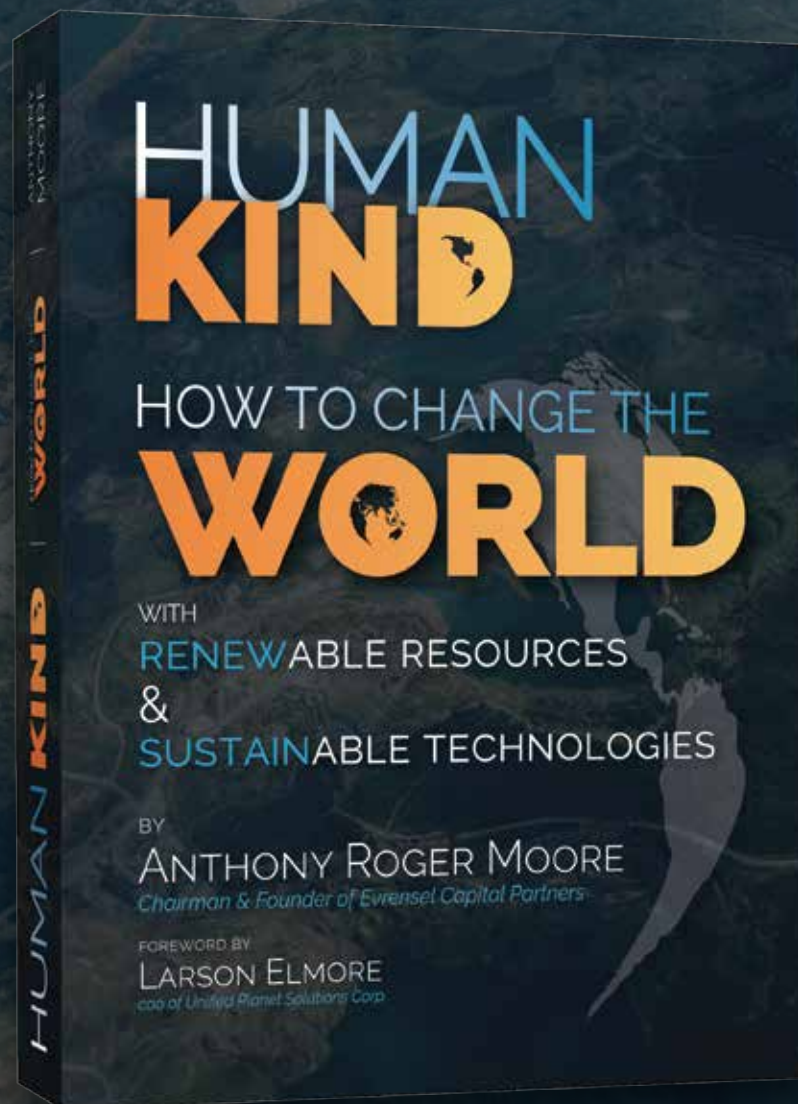


- Daniel van Niekerk | Chief Operating Officer, Invictus AMG

DON'T MISS:
HUMANKIND: How to Change the World

Coming Spring of 2022

Anthony Moore has penned a powerful manifesto on his experience in the business world and how to leverage **the power of finance** to change the course of human history to not only provide a future for our planet, but make a way for the human race to thrive in harmony with the only home we have.





Unified Planet Solutions



CORPORATE VIDEOS

THE VISION FOR UNIFIED PLANET SOLUTIONS



<https://vimeo.com/607542124/1d97219e5a>

WATCH UPSC'S OVERVIEW VIDEO



<https://vimeo.com/655142848>

FROM THE FOUNDER OF ECP



https://www.youtube.com/watch?v=jqY1EdLbl_I&t=32s

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Legal Notice Regarding Forward-looking Statements in this overview that are not historical facts are forward-looking statements that are subject to risks and uncertainties. Forward-looking statements are based on current facts and analyses and other information that are based on forecasts of future results, estimates of amounts not yet determined and assumptions of management. Forward-looking statements are generally, but not always, identified by the words, "expects", "plans", "anticipates", "believes", "intends", "estimates", "projects", "aims", "potential", "goal", "objective", "prospective", and similar expressions or that events or conditions "will", "would", "may", "can", "could", or "should" occur.

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