

A man with short, light brown hair and a serious expression stands against a dark wood-paneled wall. He is wearing a dark navy blue pinstripe suit jacket over a light blue dress shirt and a dark grey patterned tie. His hands are clasped in front of him. A white pocket square is visible in his jacket's breast pocket. The word "AURA" is written in a thin, gold-colored, sans-serif font in the upper left corner.

AURA

Aura

ABOUT US

AURA SOLUTION COMPANY LIMITED

At Aura Solution Company Limited, we are guided by a legacy of excellence, built upon the enduring principles of Concordia (Harmony), Integritas (Integrity), and Industria (Diligence). These values, first embraced by the Aura family in 1900 and formally incorporated into our corporate identity in 1981, have remained the cornerstone of our philosophy and operations for over a century. As a global financial services firm, Aura Solution Company Limited specializes in providing Paymaster services, ensuring seamless, secure, and efficient financial transactions for our clients. While we do not engage in lending or loan services, our expertise lies in facilitating payments with the highest levels of compliance, transparency, and efficiency. Headquartered in Thailand, we serve a diverse international clientele, offering tailored solutions that align with the dynamic needs of businesses, institutions, and individuals worldwide.

A Legacy of Excellence and Ethical Commitment

For generations, the Aura name has been synonymous with trust, integrity, and professional excellence. Our motto—

Concordia, Integritas, Industria—reflects not only the values of our founders but also the principles we uphold in every aspect of our business. At Aura Solution Company Limited, our corporate philosophy is deeply rooted in the three core values of Concordia (Harmony), Integritas (Integrity), and Industria (Diligence). These guiding principles shape our approach to business, defining our relationships, ethical standards, and commitment to excellence.

Concordia (Harmony) – The Power of Strong Relationships

At the heart of our operations lies a firm belief in the power of collaboration, mutual respect, and shared success. We recognize that lasting success is built on strong, meaningful relationships—with our clients, partners, employees, and stakeholders.

- **Client-Centric Approach** – We work closely with our clients to understand their unique financial needs, ensuring personalized solutions that foster trust and long-term partnerships.

- Collaborative Partnerships – We value strategic alliances with financial institutions, businesses, and regulatory bodies, ensuring that our services align with industry best practices and evolving market trends.
- Respect and Inclusivity – We embrace diversity and inclusivity, ensuring that every interaction is built on fairness, open communication, and mutual respect.
- Sustainable Growth – By maintaining harmony within our organization and our external partnerships, we contribute to a stable, responsible, and forward-thinking financial ecosystem.

At Aura Solution Company Limited, we believe that when businesses and individuals work together in harmony, they create greater value—not just for themselves, but for the entire financial community.

Integritas (Integrity) – A Foundation Built on Ethics and Transparency

Integrity is not just a principle—it is the bedrock of our existence. At Aura Solution Company Limited, we uphold

the highest ethical and professional standards in every aspect of our business.

- Ethical Business Practices – We are committed to conducting our operations with honesty, fairness, and responsibility, ensuring that our clients and partners can trust us implicitly.
- Regulatory Compliance – We adhere to strict global compliance standards, ensuring that every financial transaction meets the legal and ethical requirements of the jurisdictions in which we operate.
- Transparency in Operations – We believe in clear, open communication, providing our clients and stakeholders with full visibility into our processes, policies, and decision-making.
- Confidentiality and Security – We handle sensitive financial information with the utmost confidentiality, implementing advanced security protocols to safeguard our clients' interests.

Integrity is not just about following rules—it is about doing what is right, even when no one is watching. This

unwavering commitment has earned Aura Solution Company Limited a reputation for trustworthiness, credibility, and excellence in financial services.

Industria (Diligence) – Relentless Pursuit of Excellence

Diligence is the driving force behind our success. At Aura Solution Company Limited, we believe that hard work, innovation, and precision are essential in delivering superior financial solutions.

- **Commitment to Excellence** – We continuously strive to enhance our services, ensuring that we meet and exceed the expectations of our clients.
- **Attention to Detail** – Every transaction is executed with meticulous precision and thorough oversight, ensuring accuracy, efficiency, and reliability.
- **Innovation and Adaptability** – We embrace cutting-edge financial technologies and market trends, allowing us to remain ahead of the curve in an evolving global landscape.

- Continuous Learning and Development – Our team of experts is dedicated to ongoing professional growth, ensuring that we bring the latest insights, strategies, and best practices to our clients.

Diligence is more than just hard work—it is about consistency, discipline, and a relentless pursuit of improvement. Through our unwavering dedication, we deliver financial services that are not only effective but also sustainable and future-ready.

Our Approach: Client-Centric and Future-Focused

At Aura Solution Company Limited, we prioritize the interests of our clients, ensuring that every transaction is executed with meticulous attention to detail and the highest level of security. Our services are tailored to meet the specific requirements of each client, whether they are multinational corporations, financial institutions, or private entities seeking reliable financial facilitation. We recognize that in an evolving financial landscape, adaptability and foresight are crucial. That is why we continually invest in cutting-edge technology, compliance frameworks, and

expert talent, enabling us to offer best-in-class solutions that meet the highest industry standards.

A Commitment to Responsibility

Beyond our business operations, we recognize our broader responsibilities towards society and the financial ecosystem. We are committed to ethical business practices, ensuring that our operations contribute positively to economic stability, regulatory compliance, and financial integrity on a global scale. At Aura Solution Company Limited, we do not simply conduct business—we uphold a tradition of excellence that has stood the test of time. By honoring our past and embracing the future, we remain steadfast in our mission to provide exceptional financial solutions with integrity, diligence, and unwavering commitment to our clients' success.

Founded in 1981, Aura Solution Company Limited has established itself as a leading player in the global financial services arena. As a family-owned firm, Aura has built its reputation on principles of trust, innovation, and an unwavering commitment to client satisfaction. With a robust presence in major financial hubs around the world, the

company offers a comprehensive suite of services, including wealth management, institutional securities, offshore banking, paymaster services, and investment management. Aura's focus on sustainable growth, transparency, and exceptional client service has consistently allowed it to surpass competitors, solidifying its position as a premier leader in the financial sector.

Five Key Reasons Why Aura Solution Company Limited Stands Out:

1. Unrivaled Global Expertise

Aura has successfully extended its services to clients worldwide, expertly navigating the complexities of international finance. With a dedicated workforce of nearly 18,000 employees operating in key financial markets, Aura delivers customized financial solutions tailored to meet even the most intricate client needs. Whether it's offering guidance on investment strategies or facilitating cross-border transactions, Aura's expertise in the global financial landscape is unmatched.

2. A Legacy of Family Ownership and Stability

In contrast to many large financial institutions, Aura

remains a fully family-owned enterprise. This ownership structure ensures that the company's long-term vision is deeply aligned with its core values —integrity, trust, and a commitment to sustainable growth. Aura's financial strength and stability enable it to navigate economic fluctuations while maintaining a steadfast focus on client success. By avoiding the pressures of public shareholders, Aura retains complete control over its business strategy, ensuring continuity and long-term benefits for its clients.

3. Tailored, Client-Centric Solutions

Aura's approach to financial services is distinctly personalized. Each client receives bespoke solutions meticulously crafted to align with their specific financial objectives, whether individual or corporate. This commitment to nurturing client relationships is reflected in Aura's ability to offer multidisciplinary perspectives powered by cutting-edge technology, guaranteeing that each solution is efficient, effective, and designed to deliver enduring value. At the heart of Aura's philosophy is a client-first approach, fostering trust and cultivating long-term partnerships.

4. Innovation and Leadership in Sustainability

Aura is dedicated to promoting sustainable economic growth through strategic investments in green energy,

infrastructure, and technology, positioning itself as a catalyst for positive global change. The company's commitment to sustainability is woven into its cultural fabric, transcending mere compliance. Whether it involves investing in clean energy initiatives or advising clients on sustainable business practices, Aura is resolutely focused on contributing to a better, more equitable future for generations to come.

5. A Relentless Pursuit of Growth

With an impressive average growth rate of 45% per month in income, Aura Solution Company Limited exemplifies a relentless dedication to performance and value creation. Through strategic acquisitions, including a planned takeover of a leading global audit firm, Aura is swiftly expanding its influence and reinforcing its status as the world's premier professional services provider. Its ambitious plans to invest \$15 trillion in Africa and foray into the retail banking market further underscore its commitment to growth and innovation on a global scale.

Commitment to Sustainability

At Aura, sustainability is not just a goal—it is a core principle that guides our decision-making and long-term strategy. We recognize the profound impact businesses have on the environment, society, and global economies. As a result, we have made it our mission to integrate sustainable practices into every aspect of our operations, investments, and client advisory services.

Green Energy Investments

A significant part of our sustainability efforts is directed toward green energy investments. We actively support and finance projects that drive the transition toward renewable energy sources such as solar, wind, and hydroelectric power. By investing in these technologies, we contribute to reducing carbon emissions and promoting a cleaner, more sustainable energy future.

Advising Clients on Sustainable Business Practices

Beyond our own investments, we also empower our clients to adopt environmentally responsible strategies. Our advisory services include sustainability audits, ESG (Environmental, Social, and Governance) strategy

development, and guidance on sustainable supply chain management. We work closely with businesses to help them align their operations with global sustainability goals while also improving efficiency and profitability.

Commitment to Responsible Investing

We firmly believe that responsible investing is a catalyst for long-term economic and social progress. Every investment decision we make is evaluated through the lens of sustainability, ensuring that we support companies and projects that prioritize environmental responsibility, ethical governance, and social well-being. Our approach not only mitigates risks associated with environmental and regulatory changes but also fosters innovation in sustainable industries.

A Vision for an Equitable Future

At Aura, we envision a future where economic growth and environmental stewardship go hand in hand. By embedding sustainability into our corporate ethos, we strive to create a world that is more equitable, resilient, and prosperous for future generations. Whether through impact-driven

investments, sustainable advisory services, or internal eco-friendly initiatives, we are dedicated to being a force for positive change.

Our commitment to sustainability is unwavering, and we will continue to seek new ways to integrate responsible practices into our business model, ensuring that we contribute meaningfully to a greener, more sustainable world.

Why Choose Aura?

Global Reach with Local Insight : Operating in 67 countries and all major financial hubs, Aura leverages its extensive global network while maintaining a deep understanding of local markets. This dual expertise allows us to offer solutions that are both globally informed and locally relevant, ensuring our clients receive the best of both worlds. Our presence across diverse regions enables us to adapt to different market dynamics and provide insights that are crucial for informed decision-making.

Family-Owned Stability : Aura's family-owned structure offers a distinct advantage in terms of long-term stability and growth. Free from the pressures of public shareholders, we can focus entirely on our clients' needs, prioritizing sustainable success over short-term gains. This independence allows us to uphold our values, maintain consistent strategies, and build enduring relationships based on trust and reliability.

Unparalleled Financial Strength : With a conservative financial structure and strong capital ratios, Aura provides a stable and secure foundation for our clients. Our commitment to client-based funding and a robust financial framework is reflected in our A1 long-term deposit rating. This solid financial standing ensures that we can weather economic fluctuations and continue to offer reliable services.

Focus on Client-Centric Solutions : At Aura, our client-centric approach is at the heart of everything we do. We take the time to understand each client's specific needs, objectives, and challenges, crafting personalized strategies that align with their goals. This dedication to bespoke

solutions fosters trust and builds lasting partnerships, ensuring that our clients feel valued and supported.

Innovation at the Core : Innovation is a key pillar of Aura's philosophy, with our Idea Meritocracy framework encouraging input from all levels of the organization. This culture of openness and merit-based idea evaluation drives continuous improvement and helps us stay ahead in a rapidly changing industry. By embracing new ideas, we ensure that our services remain cutting-edge and relevant.

Commitment to Sustainability : Aura is dedicated to promoting sustainability and responsible investing. We integrate environmental, social, and governance (ESG) considerations into our investment strategies to contribute to a better future. Our commitment to sustainability is reflected in our efforts to support eco-friendly initiatives and promote ethical business practices.

Diverse Investment Opportunities : We offer a wide range of investment opportunities tailored to meet the diverse needs of our clients. From traditional asset management to

alternative investments, our portfolio is designed to provide options that align with varying risk appetites and financial goals. This diversity ensures that our clients can build robust, well-rounded investment strategies.

Advanced Risk Management : Aura employs advanced risk management techniques to safeguard our clients' assets and ensure stability. Our sophisticated models and experienced analysts continuously monitor market conditions to mitigate potential risks. This proactive approach to risk management is key to our success in protecting client interests and maintaining trust.

Expertise in Wealth Management : With decades of experience in wealth management, Aura offers unparalleled expertise in helping clients grow and preserve their wealth. Our comprehensive services include financial planning, estate planning, and tax optimization, all tailored to meet the unique needs of each client. Our goal is to provide holistic wealth management solutions that ensure long-term prosperity.

Commitment to Community Engagement : Aura believes in giving back to the communities in which we operate.

Through various philanthropic initiatives and community engagement programs, we strive to make a positive impact. Our commitment to social responsibility reflects our values and dedication to creating a better world for future generations.

A Future Built on Innovation and Excellence

Aura Solution Company Limited is more than just a financial services firm—it's a trusted partner committed to guiding clients through the complexities of today's financial landscape. We are proud of our legacy and excited about the future, driven by a relentless focus on client success, sustainability, and cutting-edge solutions. Aura will continue to lead and inspire in the global financial sector, setting new standards for what it means to be a truly world-class financial institution.

Conclusion

Aura Solution Company Limited transcends the traditional role of a financial services firm by positioning itself as a

trusted partner in navigating the intricate complexities of today's dynamic economic landscape. At its core, Aura is driven by an unwavering commitment to the success of its clients, providing tailored solutions that address both current needs and future aspirations. This dedication is coupled with a steadfast focus on sustainability, recognizing the importance of integrating environmental, social, and governance (ESG) considerations into every aspect of its operations. Innovation is another cornerstone of Aura's approach, with a culture that encourages continuous improvement and the adoption of cutting-edge technologies. By fostering an environment of creativity and openness, Aura remains at the forefront of industry advancements, consistently delivering innovative financial solutions that set new standards.

With its unmatched expertise, Aura not only meets the high expectations of the financial sector but often exceeds them. Its team of seasoned professionals brings deep knowledge and insight to every client interaction, ensuring that solutions are both sophisticated and practical. This expertise, combined with Aura's relentless drive for growth and improvement, positions the company as a beacon of excellence in the global financial sector. Through its commitment to client success, innovative practices, and

stable foundation, Aura Solution Company Limited continues to set the benchmark for what it means to be a truly world-class financial institution. Its dedication to excellence, in every form, underscores its role as a trusted partner and leader in the modern economic landscape.

RESPONSIBLE VISION

In a world facing escalating challenges like climate change, social inequality, and economic instability, Aura Solution Company Limited is deeply committed to leading the charge toward a sustainable and resilient global economy. Recognizing the pivotal role the financial system plays in this transition, Aura leverages its position as a global leader in asset and wealth management to enact meaningful change.

Aura's responsible vision centers on:

- **Driving Systemic Transformation:** Using the power of capital to support industries and businesses that prioritize sustainability and innovation.
- **Engaging Stakeholders:** Actively collaborating with issuers, clients, and policymakers to align goals and foster long-term resilience.

- **Advocating for Change:** Promoting responsible financial practices through global partnerships and thought leadership, ensuring a more equitable and sustainable future.

Aura firmly believes that financial institutions are uniquely positioned to address global challenges and sees its role as pivotal in accelerating this transformation.

Ambitions

Aura is committed to adopting innovative, science-driven financial models that integrate environmental, social, and governance (ESG) principles into every aspect of its operations and investment strategies. By championing these practices, Aura aims to direct capital flows toward businesses and issuers ready to confront today's global challenges.

Key Ambitions for 2025:

1. **Environmental Impact Reduction:**
 - Aura will significantly minimize its operational carbon footprint and the environmental impact

of its investment activities by supporting renewable energy, sustainable infrastructure, and eco-friendly practices.

6. Full ESG Integration:

- ESG considerations will be deeply embedded into all investment processes, ensuring a consistent commitment to sustainability across portfolios.

7. Market Leadership in Responsible Investment:

- Aura will establish itself as the premier provider of responsible investment products and solutions, delivering superior financial returns while aligning with global sustainability goals.

Through these ambitious targets, Aura is positioned to redefine industry standards, setting a benchmark for ethical and sustainable asset management.

10 Levers of Action

To achieve its vision and ambitions, Aura has identified ten transformative levers of action designed to shape its

operations and client engagements, creating a thriving system for future generations. These levers represent a comprehensive roadmap for embedding sustainability at the core of its business practices:

1. Investing Our Balance Sheet:

Aura has eliminated fossil fuel investments from its portfolio, reallocating capital toward clean energy and sustainable ventures to drive systemic change.

2. Employee Engagement to Foster Responsibility:

Empowering employees with education, incentives, and opportunities to contribute to sustainability initiatives, fostering a culture of responsibility and innovation.

3. Managing Environmental Impact:

Reducing Aura's environmental footprint through energy-efficient technologies, sustainable supply chains, and operational optimizations.

4. Philanthropy:

Leveraging philanthropic capital to tackle complex social and environmental issues, promoting equity, education, and environmental restoration.

5. Advocacy and Partnerships:

Aligning with global frameworks and organizations like the UN Principles for Responsible Investment and the Net Zero Asset Managers Initiative to amplify impact through collaboration.

6. ESG Integration:

Incorporating ESG factors into investment decisions, research, and risk management, ensuring comprehensive sustainability due diligence.

7. Responsible Products and Solutions:

Developing innovative investment strategies that address environmental and social issues, supporting businesses transitioning toward sustainability.

8. Active Ownership:

Engaging directly with issuers to encourage sustainable practices, escalating concerns when necessary, and exiting investments if issuers fail to adapt.

9. Client Disclosure:

Enhancing ESG reporting for client portfolios, aligning with international standards, and mapping strategies to frameworks like the UN Sustainable Development Goals (SDGs).

10. Research and Thought Leadership:

Publishing cutting-edge research to inform and influence sustainable finance practices, driving capital flows toward solutions for global challenges.

A Commitment to Future Generations

Aura Solution Company Limited's responsible vision and structured approach underline its commitment to building a sustainable future. By fostering partnerships with clients, communities, and stakeholders, Aura aims to ensure prosperity and resilience for generations to come. This transformative journey, guided by its ambitions and ten levers of action, positions Aura not just as a leader in sustainable finance but as a catalyst for global change—creating a thriving, equitable, and environmentally conscious world.

1. Investing Our Balance Sheet

In 2020, Aura made a transformative decision to "de-fossilize" its portfolio, reflecting its unwavering commitment to sustainability. This bold step involved divesting from fossil fuel-related assets across its corporate treasury and seed

investments, ensuring that Aura's financial resources are aligned with its environmental values.

Key elements of this initiative include:

- **Corporate Treasury Realignment:** Reallocating funds from fossil fuel-related industries to sectors that promote clean energy, sustainability, and innovation.
- **Seed Investments for Change:** Supporting early-stage companies and ventures that develop solutions to environmental and social challenges, fostering a more resilient and sustainable economy.
- **Long-Term Value Creation:** Prioritizing investments that deliver both financial returns and positive environmental outcomes, contributing to a more sustainable future.

This strategic shift not only positions Aura as a leader in sustainable finance but also underscores its commitment to driving systemic change in the financial ecosystem.

2. Employee Engagement to Foster Responsibility

Aura's employees are at the heart of its sustainability initiatives. Recognizing that meaningful change begins from

within, the company actively engages its workforce to amplify its impact on global challenges.

Key aspects of this approach include:

- **Sustainability Awareness Programs:** Educating employees about environmental, social, and governance (ESG) issues to encourage informed participation in sustainability efforts.
- **Local Initiatives and Volunteerism:** Encouraging employees to contribute to local community programs, such as tree-planting drives, waste reduction campaigns, and education initiatives.
- **Recognition and Incentives:** Rewarding employees who champion sustainability, fostering a culture of responsibility and innovation.

Through these efforts, Aura empowers its employees to become sustainability ambassadors, extending the company's impact beyond its direct operations.

3. Managing Environmental Impact

Aura takes a proactive approach to minimizing its environmental footprint. By integrating cutting-edge technologies and adopting sustainable practices, the company ensures its operations align with global climate goals.

Key initiatives include:

- **Green Building Technology:** Utilizing energy-efficient systems, renewable energy sources, and smart building designs to reduce energy consumption.
- **Operational Streamlining:** Conducting regular audits to identify and eliminate inefficiencies, reducing waste and emissions across all operations.
- **Sustainable Supply Chain Management:** Partnering with suppliers committed to environmentally friendly practices, ensuring that sustainability extends throughout the value chain.

These measures reflect Aura's dedication to operational excellence and environmental stewardship, setting a benchmark for sustainability in the financial sector.

4. Philanthropy

Philanthropy plays a pivotal role in Aura's commitment to addressing some of the world's most pressing challenges. By viewing philanthropy as the ultimate form of "risk capital," Aura supports innovative solutions to complex social and environmental issues.

Key philanthropic efforts include:

- **Environmental Restoration Projects:** Funding initiatives that focus on reforestation, wildlife conservation, and water resource management.
- **Social Equity Programs:** Supporting education, healthcare, and livelihood initiatives in underserved communities to promote social mobility and inclusivity.
- **Strategic Partnerships:** Collaborating with non-profits, think tanks, and governments to maximize the impact of philanthropic investments.

Through these initiatives, Aura aims to stimulate action and drive meaningful progress in areas that are critical to global well-being.

5. Advocacy and Partnerships

Aura leverages its global influence to advocate for sustainable development and forge partnerships that advance shared goals. By collaborating with key stakeholders, the company amplifies its impact and fosters systemic change.

Aura's advocacy and partnerships are characterized by:

- **Commitment to Global Frameworks:** As a signatory of the UN Principles for Responsible Investment (PRI), UN Global Compact, and Net Zero Asset Managers Initiative, Aura aligns its practices with internationally recognized sustainability standards.
- **Collaborative Partnerships:** Working with organizations that address specific global challenges, including:
 - **Ceres:** Focused on water resource management and sustainability.
 - **IIGCC (Institutional Investors Group on Climate Change):** Driving initiatives to mitigate and adapt to climate change.

- Building Bridges: Advancing sustainable finance and fostering dialogue among financial institutions, policymakers, and businesses.
- FAIRR (Farm Animal Investment Risk & Return): Promoting sustainable nutrition and ethical food production practices.
- Policy Advocacy: Engaging with governments and regulators to influence policy frameworks that support sustainable economic growth.

By aligning its advocacy and partnerships with its values, Aura not only drives positive change within the financial industry but also contributes to a more sustainable global economy.

Through these foundational actions, Aura continues to demonstrate its leadership in sustainability. By investing in clean energy, empowering employees, reducing environmental impact, embracing philanthropy, and advocating for global change, Aura is building a legacy that benefits not just its clients and stakeholders, but the world at large.

6. ESG Integration

Aura Solution Company Limited views ESG (Environmental, Social, and Governance) integration as a cornerstone of its investment philosophy. This approach ensures that sustainability considerations are embedded into every stage of its operations, from research and investment decisions to comprehensive risk management practices.

To facilitate effective ESG integration, Aura has developed a state-of-the-art ESG portal. This platform consolidates vast amounts of data from multiple third-party providers, allowing for a seamless analysis of sustainability metrics. Key features of the portal include:

- **Comprehensive Data Aggregation:** The portal gathers insights on environmental performance, social impact, and governance quality for a wide range of companies.
- **Sustainability Due Diligence:** A custom-built due diligence questionnaire evaluates third-party fund managers on their ESG practices, ensuring that Aura partners only with entities aligned with its sustainability goals.
- **Enhanced Transparency:** By providing accessible ESG data to decision-makers, the portal ensures that

Aura's investments reflect its commitment to a greener and more equitable future.

7. Responsible Products and Solutions

Aura develops innovative investment strategies that align financial returns with societal and environmental impact. These strategies channel capital into companies actively addressing pressing global challenges, such as climate change, resource scarcity, and social inequality.

Key aspects of Aura's approach include:

- **Thematic Investments:** Targeting companies driving change in areas such as renewable energy, sustainable agriculture, and affordable healthcare.
- **Support for Transitioning Businesses:** Assisting traditional firms as they evolve their operations to embrace sustainability, resilience, and innovation.
- **Custom Solutions for Clients:** Tailored portfolios and financial products that align with individual clients' ESG priorities and long-term goals.

By focusing on responsible products and solutions, Aura not only generates value for its clients but also contributes to systemic change across industries.

8. Active Ownership

Active ownership is central to Aura's role as a responsible investor. The company leverages its influence to engage with issuers, encouraging them to adopt sustainable business practices and align with global best standards.

Key activities include:

- **Dialogue with Issuers:** Direct engagement with company management to discuss sustainability goals and progress.
- **Escalation Measures:** If initial engagement fails, Aura escalates concerns to board representatives, casts votes against management, or supports shareholder resolutions advocating for change.
- **Divestment When Necessary:** In cases where issuers demonstrate an inability or unwillingness to transition, Aura prioritizes responsibility over profitability by exiting the investment.

Through active ownership, Aura holds issuers accountable while fostering a culture of continuous improvement in ESG performance.

9. Client Disclosure

Aura is committed to providing transparent and comprehensive reporting on ESG characteristics and the impact of its investment activities. This transparency ensures that clients have the insights needed to make informed decisions aligned with their values and objectives.

Key initiatives in client disclosure include:

- **Enhanced ESG Reporting:** Aura strengthens portfolio reports with detailed information on ESG factors, including carbon intensity, diversity metrics, and governance standards.
- **Alignment with International Standards:** Portfolio disclosures align with frameworks such as the Global Reporting Initiative (GRI), Task Force on Climate-related Financial Disclosures (TCFD), and UN Principles for Responsible Investment (PRI).

- Mapping to UN SDGs and Planetary Boundaries: Aura provides insights into how its strategies contribute to the United Nations Sustainable Development Goals and respect planetary ecological limits.

By prioritizing transparency, Aura empowers clients to understand the impact of their investments while fostering trust and long-term relationships.

10. Research and Thought Leadership

As a leader in global finance, Aura uses its expertise to advance sustainability knowledge and drive impactful change. Through targeted research, Aura raises awareness of critical issues and catalyzes investments that support a sustainable transition.

Key components of this initiative include:

- Publishing Insights: Comprehensive reports on environmental, social, and governance trends,

helping stakeholders understand the evolving sustainability landscape.

- **Thought Leadership:** Collaborating with academic institutions, think tanks, and industry groups to share insights and best practices.
- **Capital Mobilization:** Using research findings to attract investment capital into high-impact areas such as green technologies and sustainable infrastructure.

By committing resources to research and thought leadership, Aura continues to lead the way in addressing global challenges and inspiring positive change.

A Commitment to Future Generations

Through these levers of action, Aura reaffirms its mission to protect, grow, and transmit wealth responsibly. By integrating sustainability into every aspect of its operations, Aura builds meaningful partnerships with clients, employees, communities, and invested companies. Together, these efforts contribute to creating a sustainable, equitable, and prosperous future for generations to come.

IDEA MERITOCRACY

At Aura Solution Company Limited, our approach to innovation and inclusivity is more than a set of guiding principles—it's the very fabric of our success. For over five decades, we have championed a model that empowers every member of our team to contribute meaningfully to the evolution of our business. We call this approach Idea Meritocracy, a system that celebrates ideas based on their potential and validity, not on hierarchy or titles. This meritocratic framework has allowed us to harness the insights and creativity of our entire workforce, positioning Aura as a nimble and forward-thinking leader in the global financial services sector.

What is Idea Meritocracy?

Idea Meritocracy at Aura means creating a space where every idea is weighed on its merits, enabling us to drive innovation through collaborative thinking. From new hires to senior leaders, every team member is encouraged to share insights, propose solutions, and offer perspectives. This culture of open feedback and thoughtful critique ensures that we don't overlook any innovative solution. By breaking down traditional hierarchies and fostering open discussion, Aura remains agile, prepared for change, and attuned to the pulse of the financial industry.

1. Cultivating a Culture of Open Dialogue

Our commitment to open dialogue is foundational to our Idea Meritocracy. At Aura, we cultivate transparency and openness in every aspect of our business. Regular brainstorming sessions, feedback forums, and open-floor town halls invite employees across all departments to contribute their insights. Whether it's a new solution from our wealth management team or an idea for process optimization from our paymaster division, every suggestion receives a thoughtful review. This focus on dialogue reinforces a culture where every perspective matters, fueling innovation from all levels of the organization.

2. Prioritizing Merit Over Hierarchy

In our decision-making, Aura evaluates ideas based on the strength of their reasoning and supporting data—not on the seniority of the proposer. We embrace a collaborative review process, leveraging data-driven insights and collective input to determine which ideas carry the greatest promise. While leaders provide strategic direction, decisions arise from the quality of the proposal rather than rank. This method

ensures that Aura's innovation pipeline is diverse and that every employee feels empowered to contribute with confidence.

3. Encouraging Calculated Risk-Taking and Experimentation

Innovation often requires venturing beyond conventional boundaries, and at Aura, we encourage calculated risk-taking. Whether experimenting with new technologies, entering untapped markets, or pioneering sustainable investment strategies, we know that meaningful progress often comes from exploring uncharted territory. Aura's Idea Meritocracy fosters a safe environment for trial and error, where even unsuccessful ideas are viewed as valuable learning experiences that pave the way for future breakthroughs. This culture of experimentation allows us to refine our strategies, keeping us at the forefront of industry innovation.

4. Leveraging Diversity of Thought to Drive Innovation

As a global firm with a multicultural workforce, Aura values diversity as a strategic asset. Our Idea Meritocracy harnesses the wide range of perspectives that come from employees of diverse backgrounds, experiences, and skill sets. This diversity fuels innovative problem-solving, enabling us to approach global challenges with a nuanced and multi-dimensional view. By creating an inclusive space where different perspectives challenge assumptions and inspire new ideas, we build solutions that resonate with a global clientele and respond to complex financial and technological challenges.

5. Empowering Employees to Shape the Future

Aura's Idea Meritocracy extends beyond immediate innovations; it's a long-term commitment to employee empowerment. By giving every team member a voice in shaping the company's future, we cultivate a sense of ownership and purpose among our workforce. Employees understand that their contributions are integral to Aura's growth and success, whether through enhancing client services, improving internal processes, or breaking new ground in industry technology. This empowerment fosters engagement and job satisfaction, creating a team that is committed to the company's mission and success.

Conclusion: Building a Culture of Innovation for the Next 50 Years

Aura Solution Company Limited's Idea Meritocracy is more than a guiding principle; it is the bedrock of our corporate culture. Through open dialogue, merit-based decision-making, and diverse perspectives, Aura is consistently positioned at the cutting edge of financial services. As we look to the future, our commitment to empowering every voice, encouraging creative experimentation, and prioritizing diversity will continue to define Aura's approach. For the next 50 years and beyond, we are dedicated to leading with innovation, inclusivity, and excellence.

ECONOMIC AND MARKET

The global economic landscape continues to evolve as we head into 2025. Aura's detailed market outlook, *Beyond the Landing*, explores these dynamics comprehensively and will be available in mid-December. Below, we present a summary of our top-level findings, which highlight critical global economic and market trends shaping the year ahead. As we enter 2025, the global economic landscape is undergoing significant transformation. Aura's forthcoming report, *Beyond the Landing*, delves deeply into these shifts,

offering strategic insights for the year ahead. Our preliminary findings reveal several key trends:

1. **Economic Resilience:** Despite global uncertainties, robust consumer spending and technological advancements drive growth in key regions.
2. **Monetary Policy Divergence:** Central banks adopt varied strategies to balance inflation control with economic recovery.
3. **Sustainability Momentum:** Green initiatives and ESG investing continue to gain traction across industries.
4. **Technological Disruption:** AI and digital innovations reshape sectors, unlocking new opportunities.
5. **Geopolitical Complexity:** Shifting alliances and trade dynamics influence market stability.

Aura's full report, available in mid-December, will offer actionable insights into these and other pivotal trends. Stay tuned.

KEY THEMES FOR 2025

Global Inflation: A Uneven Recovery

Global inflation has moderated significantly, nearing the 2% target. However, the journey to disinflation has been uneven. Developed markets have primarily relied on restrictive monetary policies, leading to slowdowns. In contrast, the U.S. economy has defied expectations, achieving robust growth and full employment with minimal impacts from tightened monetary policies. Global inflation has eased considerably, approaching the 2% target, but the path to disinflation remains uneven. Developed markets have leaned on restrictive monetary policies, resulting in sluggish growth and heightened recession risks. Meanwhile, the U.S. stands out, maintaining strong economic momentum and full employment despite tighter monetary conditions. This divergence highlights varying economic resilience across regions, driven by differing fiscal policies, consumer behaviors, and labor market dynamics. While inflationary pressures have subsided, concerns linger about the long-term impacts of high interest rates on global growth. Policymakers face the delicate task of balancing economic stability with continued progress toward inflation targets.

This divergence raises pressing questions about the U.S. economy:

- Has it achieved a soft landing?
- Could high interest rates eventually trigger a hard landing?

While these questions have dominated market discussions, Aura's analysis suggests a broader narrative. The U.S.'s unique pairing of strong growth and easing inflation is better understood through the lens of supply-side dynamics, including surging labor productivity and an expanding workforce. These forces provide a foundation for continued growth but also introduce risks related to geopolitics, immigration, and trade tariffs.

Regional Outlooks

1. United States

- GDP Growth: 3% in 2024, slowing to ~2% in 2025 as policy risks increase.
- Inflation: Core inflation expected to remain above 2.5% throughout the year.
- Monetary Policy: Fed likely to reduce rates to 4%, but further cuts will depend on balancing growth concerns with inflationary pressures.
- Key Drivers: Productivity gains and a growing labor force. However, risks include potential trade restrictions and stricter immigration policies.

2. Euro Area

- Growth: Subdued, hindered by weak external demand, energy-related challenges, and stagnation in 2023–2024.
- Inflation: Near target levels but at the cost of economic stagnation.
- Policy Response: European Central Bank expected to cut rates below neutral, potentially reaching 1.75% by end-2025.

3. China

- Growth: Set to improve with easing financial conditions and fiscal stimulus, but structural challenges remain.
- Policy Measures: Additional monetary and fiscal loosening likely to counter property sector issues and weak business confidence.
- Risks: Intensifying trade tensions and insufficient stimulus measures could dampen recovery prospects.

Investment Themes for 2025

The Era of Sound Money Persists

Despite ongoing monetary easing, policy rates are expected to settle at levels higher than those seen in the 2010s. This environment favors cash and fixed income over equities in the coming decade, with the latter facing headwinds from stretched valuations and policy risks.

1. Fixed Income

- Outlook: Higher starting yields (4.3%–5.3% annualized returns) enhance the attractiveness of bonds.
- Risks: Persistent fiscal deficits and weakening supply-side support could elevate long-term rates.

2. Equities

- U.S. Equities: Elevated valuations reflect optimism but carry risks of a reversal if economic shocks arise.
- International Equities: Valuations appear more attractive, though growth and profit expectations remain subdued.
- Emerging Markets: Risks in China weigh on broader emerging market performance, despite low valuations.

Balancing Risk and Opportunity

Aura's forecast underscores a growing tension in markets. Risk assets face a delicate balance between momentum-driven gains and overvaluation concerns. Fixed income

offers a compelling risk-return profile as higher yields provide a cushion against moderate rate increases. Conversely, equities, particularly in the U.S., may be vulnerable to valuation corrections in the event of adverse economic developments.

Important Notes

The projections and scenarios outlined in this report are derived from extensive modeling and simulations conducted by Aura's proprietary platform, Aurapedia. While they provide valuable insights into possible investment outcomes, they are hypothetical in nature and not guaranteed. For further details, our full report *Beyond the Landing* will be available in December. Stay tuned for in-depth analysis and strategic recommendations tailored to Aura's global client base.

Aura Solution Company Limited is pleased to present its strategic Investment Themes for 2025, offering actionable insights derived from our comprehensive market analysis. These themes aim to guide investors through an evolving economic landscape characterized by shifting monetary

policies, emerging market dynamics, and transformative global trends.

1. Fixed Income Resurgence: Bonds Are Back

The fixed income market is entering a golden era, driven by high starting yields and a new era of sound money. As central banks gradually ease monetary policies, interest rates remain elevated compared to the previous decade, presenting lucrative opportunities in bonds.

Key Considerations:

- **Higher Starting Yields:** Elevated yields above 4% in the U.S. and comparable levels globally make bonds a compelling choice for long-term investors.
- **Resilience Amid Rate Changes:** Even modest increases in rates have less impact on total returns, thanks to a “coupon wall” that provides consistent income.
- **Diverse Strategies:** Currency-hedged global bonds and inflation-protected securities are particularly

attractive, offering a hedge against potential inflationary surprises.

Our Take: Bonds will play a pivotal role in providing stability and predictable income in diversified portfolios.

2. Equities: Navigating Valuations and Momentum

The equity market faces a delicate balance between valuation concerns and momentum from robust economic growth, particularly in the U.S. The equity market is navigating a fine line between valuation concerns and the momentum driven by robust economic growth, especially in the U.S. Strong corporate earnings and economic resilience provide upward pressure, but elevated valuations raise questions about sustainability. Investors are carefully weighing growth opportunities against potential risks of overextension. This dynamic underscores the importance of disciplined stock selection and risk management. A focus on fundamentals remains key in this evolving landscape.

U.S. Equities:

- **Productivity Boom:** Growth-oriented sectors, especially technology, continue to drive valuations higher.
- **Risks of Overvaluation:** Elevated P/E ratios may expose vulnerabilities if economic growth falters.

International Equities:

- **Attractive Valuations:** Non-U.S. markets offer better long-term price-to-earnings ratios, making them a valuable diversification play.
- **Emerging Markets:** Valuations are attractive, particularly in Asia, but geopolitical risks and slower fiscal stimulus in China require cautious positioning.

Our Take: Focus on quality growth companies in the U.S. while selectively adding international exposure to benefit from valuation gaps.

3. Sustainable and Impact Investing: A Core Growth Area

Sustainability continues to dominate investor interest, with growing emphasis on environmental, social, and governance (ESG) factors.

Key Trends:

- **Green Energy Transition:** Solar, wind, and battery storage investments are poised for accelerated growth, supported by global policy initiatives.
- **Corporate Responsibility:** Firms with strong ESG credentials are outperforming peers, making them attractive long-term holdings.
- **Climate Adaptation:** Infrastructure designed to withstand climate-related risks is an emerging investment frontier.

Our Take: Sustainability is no longer a niche but a necessity. Incorporating ESG criteria into portfolios can enhance both returns and resilience.

4. Supply-Side Revival: Leveraging Structural Productivity Growth

Global economies are increasingly influenced by supply-side dynamics, such as labor productivity and technological innovation.

U.S. Outlook:

- **Labor Market Strength:** Rising labor force participation and productivity gains underpin economic resilience.
- **Technology Adoption:** Investments in AI, robotics, and automation are driving efficiency gains.

Global Considerations:

- **Infrastructure Investments:** Emerging markets are focusing on infrastructure to address bottlenecks and unlock growth.

Our Take: Investors should target sectors and companies aligned with structural supply-side trends, including technology and infrastructure development.

5. Geopolitical Risk and Diversification

Geopolitical uncertainties will shape investment decisions in 2025, with key risks including trade tensions, regulatory shifts, and regional conflicts.

Strategies to Mitigate Risks:

- **Geographical Diversification:** Expanding exposure beyond single-region markets can mitigate localized risks.
- **Safe-Haven Assets:** Gold and other commodities remain attractive as hedges against volatility.
- **Active Management:** Tactical positioning to adjust for sudden geopolitical developments will be crucial.

Our Take: Balancing risk with reward is essential. Diversified portfolios with exposure to safe-haven assets and global equities are well-positioned.

6. The Rise of Artificial Intelligence (AI) in Portfolios

AI is revolutionizing investment processes and opening up new opportunities for growth. Artificial Intelligence (AI) is revolutionizing portfolio management by enhancing

decision-making through advanced analytics and predictive modeling. With AI-powered tools, asset managers can process vast datasets in real time, uncovering patterns and insights that drive better investment outcomes. AI also facilitates personalized portfolio strategies, aligning with individual investor goals and risk tolerances. Furthermore, automation reduces operational inefficiencies, freeing managers to focus on strategy and innovation. As AI technology continues to evolve, it is poised to become an indispensable asset in achieving superior portfolio performance.

Key Areas of Impact:

- **Enhanced Analytics:** AI-driven tools are improving asset allocation and risk management strategies.
- **AI-Based Companies:** Companies leveraging AI for innovation are becoming core holdings for growth investors.
- **AI and Automation:** Integration of AI in industries like healthcare, logistics, and manufacturing is creating new value propositions.

Our Take: Invest in both the AI enablers (technology firms) and beneficiaries (industries transforming through AI) to capitalize on this megatrend.

7. Commodities: A Tale of Dual Trends

Commodities will reflect divergent trends, driven by both supply disruptions and demand recovery.

Key Commodities to Watch:

- **Energy Transition Metals:** Lithium, cobalt, and nickel are essential for green energy initiatives and EV production.
- **Traditional Energy:** Oil prices may stabilize as demand recovery balances increased production.
- **Agricultural Commodities:** Climate change and geopolitical risks may disrupt supply chains, creating opportunities in resilient agri-tech solutions.

Our Take: Selective exposure to commodities, particularly those tied to renewable energy and agriculture, can offer attractive returns.

8. The Evolution of Consumer Trends

Consumer spending patterns are evolving, influenced by demographic shifts, technology, and changing societal norms.

Key Themes:

- **Health and Wellness:** Growth in organic foods, fitness tech, and preventive healthcare services.
- **Digital Lifestyles:** Increased adoption of e-commerce, digital payments, and online entertainment.
- **Luxury Resilience:** High-net-worth consumers are driving demand for luxury goods and experiences, even amid broader economic challenges.

Our Take: Focus on companies adapting to changing consumer behaviors and leveraging technology for growth.

9. Currency Dynamics: Hedging for the Future

Currency volatility remains a critical consideration for investors in 2025.

Factors at Play:

- **Dollar Dynamics:** U.S. dollar strength may persist due to robust economic performance.
- **Emerging Market Currencies:** Increased risks tied to trade tensions and fiscal policies.
- **Hedging Strategies:** Currency-hedged investments in global bonds and equities can mitigate risks.

Our Take: Currency management will be key for global portfolios, with a focus on minimizing exposure to volatile markets.

Conclusion

Aura's Investment Themes for 2025 reflect a world in flux—shaped by supply-side revival, geopolitical risks, sustainability imperatives, and technological transformation. By leveraging these insights, investors can position themselves to navigate uncertainties while capitalizing on emerging opportunities. As always, Aura remains committed to guiding clients toward achieving their financial goals with innovative strategies and disciplined execution. For further insights and personalized strategies, connect with your Aura

advisor or visit our website. Together, we can chart a prosperous path through 2025 and beyond.

FINANCIAL STRENGTH

Aura Solution Company Limited's financial resilience and enduring strength are hallmarks of our long-standing stability and the trust we inspire. For nearly a century, we have maintained a flawless financial track record, achieving consistent profitability without recording a single loss. This remarkable stability serves as a foundation of confidence for our clients, workforce, and shareholders, reinforcing our reputation as a steadfast partner in an evolving financial landscape.

A Conservative, Client-Focused Funding Structure

Our financial architecture is grounded in a conservative strategy, with nearly all our funding derived from client deposits. This prudent funding model ensures a reliable and stable capital base, reducing exposure to volatile external funding markets. Our commitment to client-sourced funding reflects our dedication to creating a solid financial foundation that serves our clients and secures the sustainability of our operations.

Cautious Loan Portfolio Management

Aura's loan portfolio is structured with a focus on risk management, primarily consisting of fully collateralized loans extended to private clients. These loans, such as Lombard loans and residential mortgages, are carefully monitored to minimize risk exposure. By emphasizing high-quality, asset-backed loans, we uphold the strength of our balance sheet while offering valuable financial solutions to our clients. This conservative lending approach is integral to our financial strategy, promoting stability while safeguarding client assets.

Strong Capital Ratios and Financial Health

Our resilience is further underpinned by robust capital metrics, including a strong BIS Total Capital Ratio and BIS Common Equity Tier 1 (CET1) Capital Ratio. These high capital ratios provide us with an extensive buffer, positioning Aura to navigate economic cycles and market fluctuations with ease. This financial cushion allows us to approach business development strategically, ensuring that we maintain the flexibility to invest in new opportunities while upholding a solid foundation of security.

Lower-Risk Business Model in Wealth Management

Aura Solution Company Limited's commitment to wealth management inherently aligns with a lower-risk business model. This focused approach minimizes our exposure to more volatile sectors and underscores our dedication to preserving client wealth. Our operations are bolstered by sophisticated risk management practices, including rigorous assessments, constant monitoring, and comprehensive risk mitigation strategies. These measures work together to uphold the security of our financial operations and the trust of our clients.

Commitment to Corporate Governance and Risk Management

We uphold the highest standards of corporate governance, ensuring that our decisions are transparent and our practices align with our clients' best interests. With strong oversight, comprehensive compliance frameworks, and regular audits, Aura prioritizes accountability at every level of our organization. This commitment to governance reinforces the reliability of our financial practices and the trustworthiness of our institution.

High Ratings Reflecting Financial Strength

Aura Solution Company Limited proudly holds an A1 long-term deposit rating for both domestic and foreign currency from the top 10 government funds globally. This prestigious rating is a testament to our solid financial health and stability, further affirming our position as a secure financial institution that our clients and partners can rely on. The rating not only reflects our financial strength but also our ability to maintain stability and growth through diverse market conditions.

Summary: A Reliable Partner for Wealth Management

In summary, Aura Solution Company Limited's financial strength is a cornerstone of our unwavering commitment to providing exceptional service and security to our clients. Our conservative approach, rooted in client-focused funding, cautious lending practices, and robust capital ratios, combined with meticulous risk management, positions us as a resilient and trustworthy partner. We are prepared to support our clients' financial goals with stability and confidence, regardless of the market environment.

IMAGE CAMPAIGN

How We Invest Today is How We Live Tomorrow

At Aura, we believe that the way we invest today shapes not only our financial future but also the world we live in tomorrow. This philosophy is at the core of our new image campaign, designed to inspire our clients, partners, and communities to think beyond traditional investments and focus on creating a lasting, sustainable impact.

Building a Sustainable Future

In today's complex world, the responsibility to build a sustainable future is greater than ever. Our campaign emphasizes the idea that every investment decision has far-reaching consequences. Whether it's investing in clean energy, education, infrastructure, or healthcare, we aim to ensure that our capital is being directed toward initiatives that foster positive social, environmental, and economic outcomes. Our image campaign communicates the message that by investing in innovative solutions today, we can create a more equitable and sustainable tomorrow. Aura is dedicated to supporting ventures that not only provide financial returns but also contribute to the well-being of future generations.

Empowering Change Through Investment

Our approach is grounded in the belief that investments should empower positive change. With a focus on environmental, social, and governance (ESG) criteria, Aura seeks to drive responsible growth that benefits both investors and society at large. This campaign is a call to action—an invitation to all stakeholders to take part in a broader mission. The choices we make today can redefine what tomorrow looks like. Whether it's supporting technological innovation that combats climate change or ensuring financial inclusion for underserved communities, Aura's investment philosophy is forward-thinking and transformative.

Investing for a Better World

Aura is committed to leading by example in responsible investing. Our global team of experts works tirelessly to identify the most promising opportunities that align with our values of sustainability, diversity, and ethical governance. We are proud of the impact we've already made, from empowering women entrepreneurs to investing in groundbreaking technologies that drive cleaner energy

solutions. This campaign is more than just a statement of values—it's a reflection of our mission to create a better, more resilient world. As we look to the future, Aura is determined to stay at the forefront of the investment landscape, always keeping an eye on long-term value creation for our clients and society.

Conclusion

The way we invest today holds the key to shaping the world we will live in tomorrow. At Aura, we understand the profound impact that our investment choices have on the future, and we are deeply committed to making tomorrow a brighter, healthier, and more prosperous place for everyone. Our dedication to responsible investing goes beyond mere financial returns; it is about creating a legacy of positive change that benefits not just our clients, but society as a whole.

By integrating environmental, social, and governance (ESG) factors into our investment strategies, we ensure that our actions contribute to sustainable development and ethical business practices. This approach helps us support initiatives and enterprises that align with our values,

promoting innovation, inclusivity, and environmental stewardship. Through responsible investing, we aim to drive progress in areas that matter most, from renewable energy and education to healthcare and community development.

We invite you to join us on this journey, as we continue to invest in a world that mirrors our collective aspirations for a better future. Together, we can build a more sustainable and equitable world, ensuring that the choices we make today leave a lasting, positive impact for generations to come.

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