

URBANA CORPORATION
MISSION, VALUES AND STRATEGY

MISSION

To invest in public and private businesses to build wealth for our shareholders.

VALUES

- We believe that good business benefits all parties involved including customers, employees, suppliers and owners.
- Our investments must provide a service or make a product which is good for its customers and have management that demonstrates integrity in their communications and business dealings.
- As we seek these standards in our investments, we must insist upon them for ourselves.

STRATEGY

To seek out, and invest in, private investment opportunities for capital appreciation and invest in publicly traded securities to provide growth, income and liquidity.

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