

# **URBANA CORPORATION**

## **MISSION AND VALUES**

### **MISSION**

To invest in public and transformative private and public 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 managements that demonstrate 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.