

WHY CAPITALISM ON A MISSION?

When you think about it, capitalism in its purest form is a beautiful thing. Free economies promote growth and self-reliance not only for nations but families as well. Great Darwinian principles like constant adaptation to your environment and survival of the strongest and fittest are on full display in a free market. In short, it is the most equitable distribution of resources providing opportunities for all to succeed or fail on their own merit.

But you wouldn't know it by paying attention to the press. In recent years, capitalism as a system has come under fire. Since the financial crisis of 2008, many skeptics have been calling for more socialist control over markets, regulations and even government takeovers of industry.

*Let's take a look at **what happened**:*

- Ratings agencies look the other way as banks push loans on the public
- Financiers bet against repayment of risky loans, effectively vesting their interest in a default
- Global interest rates have been manipulated by financial officers for their own self-interest
- High frequency trading algorithms are siphoning off millions of dollars in improperly priced share transactions each day
- “Flash crashes” of the stock market, attributed to latency trading, have depleted resources in the blink of an eye

These aren't capitalists. These are outliers and cheaters, gaming a system and rigging it for their own benefit. That's not how it works and in a free market we would see these predators weeded out of the system as educated capitalists would refrain from doing business with them. But that's not the story the public reads.

Won't you **join** us?

In fact, this economic volatility narrative goes all the way to the heads of multinational corporations, who now keep billions of dollars on hand to hedge against more turmoil. It's keeping the economy stagnant.

With all of that in mind, Caritas Partners has embarked on a mission to help restore the good name of American capitalism. We're promoting the addition of a social value component to the backbone of our economy: the stock market. This arrangement helps us realize our vision for a responsible capitalistic economy.

Buy Backs that Give Back

Keeping in mind the amount of cash on hand that so many companies are holding in the current environment, the most responsible thing publicly-traded entities can do is repurchase shares, driving up value for investors. With all the negative press directed at Wall Street, however, this could seem like a dodge. Another gimmick that elites use to move money around. That's just not the case and we both know it.

That's why, with every share buyback performed through Caritas Partners' parent company du Pasquier & Co., they'll be donating a portion of their commissions to the charity of your choice. Not only will you be doing the responsible thing by your shareholders, you'll be contributing to the greater good. Caritas can even put out a press release on your behalf announcing the partnership with the charity as a way for you to garner even more favor from the press should you so choose.

Think of it as responsible latency trading. By combining a high-tech approach with deep technical knowledge, Caritas Partners is dedicated to maximizing benefits for our clients.

This socially responsible initiative is how Caritas Partners is helping save the good name of capitalism. It's why we're doing what we're doing. It's *Capitalism on a Mission*.