

CULTURE & VALUES



EdenTree is a specialist investment manager, providing solutions for our customers and clients. We only manage investments that are responsible, sustainable or impact aligned.

EdenTree is proudly part of the Benefact Group, an international group of financial services businesses, that gives all distributable profits to charities and good causes via the Group's ultimate parent, The Benefact Trust.



***We have a shared objective with the Benefact Group,
“To be a beacon of responsible & sustainable practice”.***

Our vision is to “Make all investment responsible”.

And our Mission is to “Deliver our clients performance with principles”.

OUR BUSINESS

We are a UK based investment manager and all that we do is on behalf of customers and clients. Our business strategy is to be the investment manager of choice for our customers and clients. Our focus is the long-term.

Our culture, values and behaviours are strongly focused on delivering great service for customers and clients; an engaging, rewarding workplace for our people; and to be seen as a force for good in the wider business community and society as a dedicated manager of responsible, sustainable and impact aligned solutions.



CULTURE & VALUES



COLLABORATIVE

- Being inclusive runs through everything we do. Our diversity is genuine and connects us authentically with our customers and clients and to each other.
- We are always willing to listen, valuing challenge and a diversity of views and exchanges.
- We engage together and work as one team on behalf of our customers and clients.

AMBITIOUS

- We are ambitious to be the best we can on behalf of customers and clients, whilst maintaining the highest standards of ethical integrity.
- We are innovative, and nurture new ideas and product solutions that always seek to deliver for customers and clients.
- We take personal responsibility for the way we act, communicate and deliver on our stated commitments.

RESPONSIBLE

- We act with integrity and maintain the highest ethical principles in the conduct of our business and professional relationships.
- We actively manage our impacts on the environment, and seek to be a force for good in our local communities.
- We can be trusted to do the right thing.

EXPERT & SPECIALIST

- We aspire to be recognised as the most expert in our field for what we do.
- We seek to understand the needs of our customers and clients, and to act solely in their interests.
- We invest in our people, in their personal and professional growth.

SUPPORTIVE

- We are proud to be commercial, but always with a charitable purpose.
- We are all driven by the single purpose of improving the lives and life-chances of those in need via the distribution of our profits to good causes.
- Our culture of delivering 'Performance with Principles' and of giving seeks to make a difference locally, regionally and nationally.

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