



Purpose Capital to become Rally Assets, a full-service impact investment firm

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Purpose Capital announced today that it is rebranding as Rally Assets (rallyassets.com) to reflect the company's evolution into a full-service impact investment firm.

Founded in 2010 when impact investing was still a nascent field in Canada and globally, Purpose Capital has played a vital role as a pioneer in the sector.

Now with more than \$1.3 trillion in impact investing globally and experts predicting continued explosive growth over the next decade, investors are convinced they can generate social and environmental impact without compromising financial returns.

"As a 30-year veteran of the capital markets, I am heartened to see this seismic shift towards investing that matters to the world," said Upkar Arora, CEO. "It is our responsibility and our aspiration to help accelerate and catalyze this movement to enhance both social and financial impact."

More and more corporate and institutional investors, foundations, high net worth individuals and family offices are actively seeking to align their investments with their values. There is a growing need for intermediaries that can apply an impact lens to investing and a dearth of knowledgeable, experienced and trusted partners who have the capability to deliver tailored solutions to do that.

Enter Rally Assets.

"We discovered traditional asset managers and advisors typically don't have the experience and knowledge to make informed recommendations on where and how to invest for impact," said Andrea Nemtin, former CEO at Inspirit – one of the first foundations globally to move towards a 100% impact-investing portfolio. "Having worked with Purpose Capital as a client, I joined Rally Assets, because it is uniquely positioned to fill this need in the marketplace with its expanded products and services."

Rally Assets will deploy a total portfolio approach to integrate impact across all asset classes, applying Impact, ESG, and Responsible Investing tools together with strong financial analysis to help clients move from intention to action.

Kelly Gauthier, Managing Director of Impact Advisory said, "Our clients are market leaders and are concerned about the global challenges we face, such as climate change, income inequality, poverty, health and education. They are determined to deploy their capital as a tool for progress and need a partner who can enable them to meet their financial goals, develop innovative solutions and grow their impact. Building on our extensive experience advising such clients, Rally Assets can be that partner."

Wherever you are on your journey to investing with impact, rally with us around a renewed purpose: investing that profits everyone.

For more information, contact anemtin@rallyassets.com or visit our website at rallyassets.com.