



Lincoln Crowne & Company

Strategy Mergers Acquisitions

Lincoln Crowne & Company

Communication on Progress

United Nations Global Compact

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Lincoln Crowne & Company committed to the concepts of the United Nations Global Compact given the importance of the guiding principles to work LCC conducts in developing Asian nations.

This Update details the efforts that have been undertaken by LCC to ensure that the principles are upheld in all dealings of the Firm.

Why did LCC become a signatory to the Global Compact ?

LCC has expanded from its Australian roots to be a highly active independent investment banking operation across many of Asia's emerging nations.

During the course of this corporate growth the Firm has come into contact with companies and situations that are challenging to say the least. Many of those situations have allowed a grass roots observation of such things as work standards. This has therefore allowed an understanding of how those typical developing nation standards contrast with developed nation equivalents.

The differences are of course significant.

As LCC's leader I have felt it my duty to explore avenues by which social responsibility can be weaved into the operational and cultural fabric of the Firm.

The United Nations Global Compact (UNGC) provides just such a framework - dealing with a number of the most challenging issues that

one faces in conducting business in a developing country.

The Global Compact has 4 key elements that it seeks to improve :

1. Human Rights
2. Labour Standards
3. Environment
4. Anti Corruption

As LCC has developed as a Firm over the last 4 years it has become increasingly apparent of the importance of adopting a framework such as the UNGC.

It allows this Firm to clearly both demonstrate, and signal, commitment to the conduct of business on globally acceptable standards.

LCC's Initial Steps

LCC's principal strategy to the reinforcement of commitment has been the development of a simple communications protocol relating to the Firm's involvement in, and importance of, the Global Compact.

Principally, this activity is championed through written correspondence and communications of the Firm with both its current and prospective clients.

Immediately upon signing, LCC sought consent from the UNGC to use the UNGC supporter's logo in various presentation materials that the Firm produces on a day to day basis for its clients and prospective clients. Within each of these presentation / pitch books the involvement of LCC with the UNGC is advocated.

On average the Firm produces between 7 and 15 new presentation

books for a variety of corporate contacts each week, and so the message of involvement is slowly but surely being disseminated.

Additionally, within the Firm's engagement contracts with clients we have adopted two additional sections / paragraphs :

1. Each engagement contract refers to the Firm's involvement with the UNGC.
2. Our engagement contracts now refer to the **Lincoln Crowne Foundation** and detail proposed financial contribution that LCC will make to its Foundation on the achievement of successful results in various transactions on which the Firm works.

These were early initiatives that were easily adopted by the Firm, but which have impact in spreading the word of the United Nations Global Compact and additionally allocating cash to pursue initiatives that are in line with the UNGC objectives.

The Lincoln Crowne Foundation



Lincoln Crowne
Foundation

As a part of the development of LCC a formal philanthropic effort was commenced in 2009.

The *Lincoln Crowne Foundation (LCF)* is a charitable endeavour of LCC, donating in parallel with the contributions of my wife and myself.

The objectives of the LCF overlap with a number of the guiding principles of the Global Compact.

The LCF's goal is to improve the lives of underprivileged and impoverished children - primarily in developing Asian and Pacific nations.

As such the LCF's work touches on a number of the UNGC principles in relation to human rights, labour conditions and the abolition of child labour.

As of writing, active giving has been directed towards charitable causes in Vietnam, Cambodia and Fiji. It is anticipated that more causes will be brought online in 2009 and 2010 - with the speed of that based on available funds during this period of global economic turmoil.

The establishment of the LCF was in part influenced by Mr Michael Browoski, the driving force behind the **Blue Dragon Children's Charity** in Vietnam (*Hanoi based*). This charity helps street kids, many of whom have found their way to the streets as a result of human rights abuses and in particular child labour in factories. As Michael has explained to me, there are complicated social issues that result from children being removed from their homes (*by force or misrepresentation*) and then having to be rehabilitated.

I recommend that you review the work that Michael is doing in Vietnam helping communities at a grass roots level : www.streetkidsinvietnam.com .

LCF's donations are still only comparatively small to the problems that are faced. But given that the support is of grass roots charities where no administrative overhead is present, we have learned that the funds committed can be of significant benefit.

I am pleased that this initiative undertaken by this Firm has at its

core one of the basic Ten Principles of the UNGC. Protection of children.

To learn more on the Lincoln Crowne Foundation visit : www.lincolncrownefoundation.org.

External Advocacy & Awareness

The ability of the Firm to be an advocate for the Principles is straightforward given their relevance in much of the activity that we undertake across developing nations. In particular with matters pertaining to Human Rights.

At all times LCC staff are encouraged to learn more of the difficulties that underprivileged people face in attempting to lead normal lives. Be that draconian living conditions through to the most horrific issue of child labour.

With LCC staff traveling virtually weekly to emerging Asian countries, the reinforcement of the Principles as a part of business interaction is encouraged.

This is not a simple matter, given many nations, and companies that operate within those nations, are not as embracing to the resultant change that immediately adopting the Principles will bring. Many developing economies have thrived as the 'sweatshops' to the west, having little regard to the humanitarian impact that such a black and white economically driven approach brings.

As a part of LCC's advocacy, therefore, the issue of opportunity for communities in emerging nations is continually addressed. Whilst application of the Principles is admirable, the harsh reality is that in order for long term change to take place the opportunities available to

the peoples of emerging nations need to increase.

Without opportunity to develop an acceptable standard of living the only alternative to employment is via a usury situation.

Internal Advocacy & Awareness

LCC's staff are made aware of all efforts that are being made in relation to the UNGC, the Principles and the LCF.

This education is done on an ad hoc basis at this stage, with staff encouraged to bring forward ideas on how the Firm can improve its ability to embrace the Principles, and develop a deeper social awareness policy.

Of the internal discussion that takes place the most telling aspect has been the feedback in relation to child labour and human rights issues. Young professionals living in developed cities have often never been exposed to such realities.

The objective of internal discussion is, therefore, to ensure that awareness in these professionals is raised, which in turn should hopefully have those individuals increasing dialogue within their peer groupings.

Environmental Responsibility

LCC is committed to maintaining as small a footprint on the planet as possible.

As a boutique Firm, however, this is most actively pursued in supporting suppliers that themselves are environmentally conscious.

Where relevant, the Firm acquires recycled goods.

Additionally, all office by-products are strictly recycled.

Additionally, the Firm has sought to engage with clients that are themselves involved in greentech / cleantech. This has been a new stream of operation for LCC, but is important given the future dependence that the planet will undoubtedly have on alternate energy solutions, clean water, etc.

One such client that the Firm is assisting is a global leader in the recycling of greywater.

Water has to be the most pressing issue facing the planet today. **Nubian Water Systems** provides technology that enables water to be recycled and thereby directed to alternate uses in both the home, and the increasingly important area of commercial application.

Only one of many brilliant ideas that should be showcased & encouraged by both the private and public sectors alike.

Anti Corruption

Corruption in Asian countries is still a significant issue. LCC's observation of corruption is that it is often explainable given the very low wages that most individuals earn in developing nations.

LCC's commitment to ensuring all of its activities are not tinged by corruption of any sort are reflected by the Firm's observation of the *UN Convention Against Corruption*.

Staff are reminded of the importance of the highest maintenance of professional ethics and standards. Any instance of bribery or corruption, if ever observed / uncovered, would result in immediate termination of the

relevant staff member's contract of employment.

The Future

LCC is planning across 2009 / 2010 to investigate additional ways in which the Firm's involvement in the UNGC can be developed.

Those activities will likely include :

- Production of additional corporate materials bearing the UNGC logo (*with prior consent*).
- Encouragement of staff to write media articles on their individual experiences in developing nations with issues identified by the UNGC.
- Adjustment of contracts from suppliers to the Firm of their adoption of the Principles.
- Formalising of new corporate policies that will be positioned at the intersect of the development of the operations of LCC, and its observation of the Principles.

In addition to these pure LCC initiatives, the Firm through the LCF, is considering additional projects / funding that will enhance the opportunities of children in rural Asian economies - thus hopefully reducing the requirement of such children to face the prospect of a life of manual labour.

One such initiative is the building of libraries adjacent to schools - giving children a new opportunity in education. Additional education will hopefully lead to a wider array of employment opportunities in due course.

Focal Point - Children

Whilst all principles of the UNGC are important, for LCC **Principle 5** is the standout. The effective abolition of child labour.

Our Firm is committed to raising as much as possible the awareness of this issue in the eyes of our clients, staff, stakeholders and the public in general.

Statement of Continued Support

Since committing to the Global Compact it is pleasing to report that the relevance of the Ten Principles has increased in the eyes of LCC staff and stakeholders.

This is of course positive, and one of the objectives that was hoped for in committing to the UNGC.

Whilst it is safe to say that staff and stakeholders were 'socially aware' before commitment, the act of supporting the Global Compact has raised that awareness to a new level.

As such, as the Executive Chairman of LCC, I am pleased to confirm the ongoing commitment of this Firm to uphold the Principles.

This Firm is proud to be involved with the United Nations Global Compact.

Concluding Thoughts


In this initial year of Lincoln Crowne & Company's involvement with the United Nations Global Compact the following milestones have been achieved :

1. An increasing awareness of staff to many issues that are faced in conducting business in developing nations.

2. A new awareness amongst the Firm's clients, suppliers and stakeholders of LCC's guiding principles to the conduct of business.
3. An increasing awareness of the United Nations Global Compact amongst the client, stakeholder and supplier organisations with whom LCC engages.

As a boutique investment banking operation we have sought to balance the adoption of the framework of the Ten Principles with our own development of policy and business protocols.

As Executive Chairman I am satisfied with the efforts and results to date, and look forward to sharing additional progress reports as per our commitment to the UNGC.



Nicholas Assef
Executive Chairman



Lincoln Crowne & Company is an independent investment banking operation which practices principally in the areas of Mergers & Acquisitions and Strategy Development.

LCC is highly active in emerging Asian economies, having completed engagements / serviced clients over 2008 and 2009 in Thailand, Singapore, Malaysia, India, Philippines, Vietnam, Indonesia, Hong Kong and Australia.

The Firm has full service offices in Singapore and Sydney, and representative offices in Vietnam, Malaysia and India.

To learn more visit www.lcc.asia or to learn of our charitable work visit www.lincolncrownefoundation.org.

Further Information

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