



**SORAINEN**

**Good ownership**

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## Definition

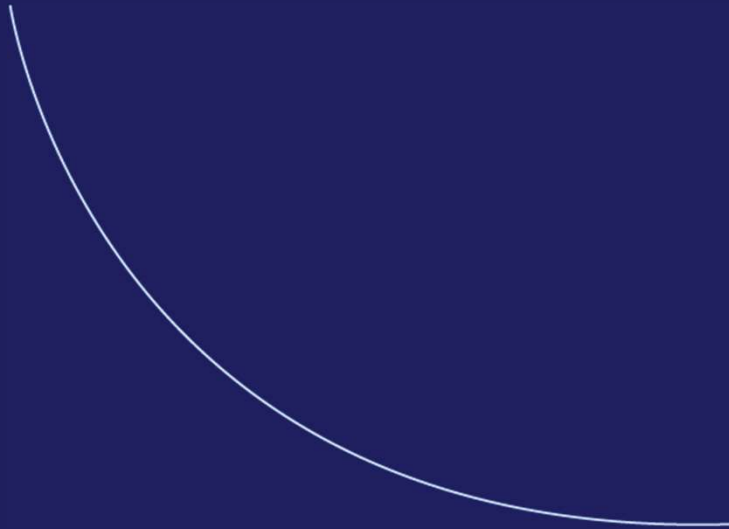


Good ownership is responsible and innovative.

A good owner commits to growing the company through different life cycle stages, creating, developing and maintaining the business.

Through his actions, the owner also defines the company's values that are reflected across its all operations

Estonian incentive for  
„good ownership“



20% corporate income tax is not levied  
when profit is earned but when it is  
distributed

## How we understand „good ownership“ at Sorainen

### We are a partnership

1. Every partner is an owner and has different qualities which complement each other
2. Partners are expected to be role models representing our values
3. Older have longer, younger sometimes shorter-term focus

### People are our key asset

1. Our people must be top experts and investing to them is mandatory and natural
2. Increasing focus on ESG including diversity & inclusion

### Actively implement our core purpose

«Core purpose of Sorainen is to increase prosperity in our region by helping clients succeed in business»

# Do different owners have different values?

## Entrepreneur focus

### 1. Individual owner

- Role of personal values
- Owner's role in the community?
- Value employee loyalty?
- Hands-on influencing the management?
- Getting ready to sell?

### 2. Family

- Role of values and traditions of the family?
- Focusing on the long-term and passing to the next generation?
- Value employee loyalty?
- Focus on ESG?

## Strategy focus

### 1. Strategic owner

- Hands-on influencing the management?
- Focus on ESG especially if the mother's owners are institutions
- Aim for synergies with mother's own business goals?
- Market expansion?
- Securing supply chains?

## Financials focus

### 1. Institutional owner

- Focus on financial performance
- Low risk tolerance?
- **Focus on ESG**

### 2. Private Equity

- Focus on change?
- Operational efficiency?
- Getting ready for exit to maximize return?

### 3. Venture Capital

- Focus on innovation and scalability?
- Market disruption
- Aggressive growth to maximize returns?

# Thank you!

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