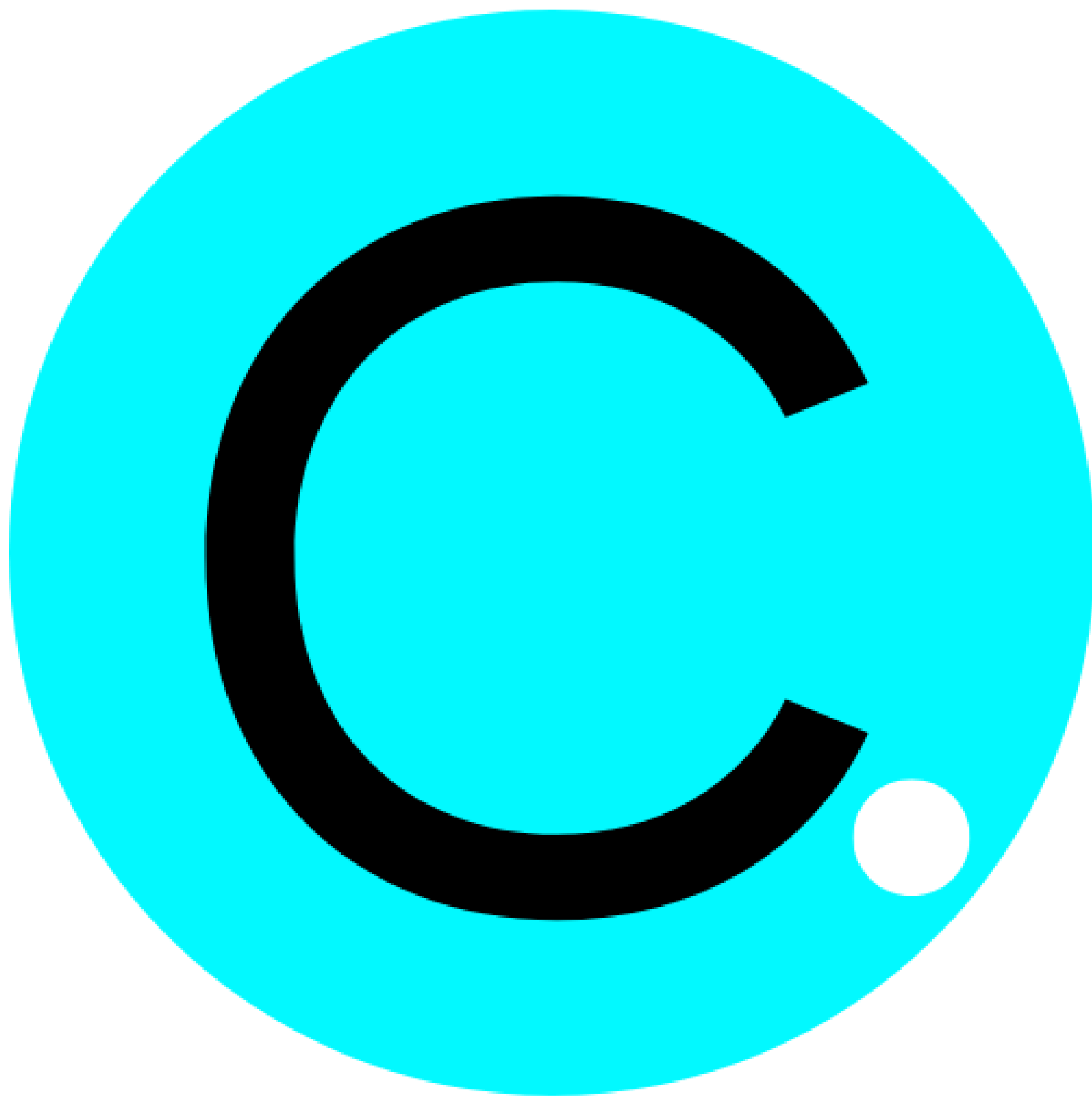


**Become a
Connector.**



THE CONNECTOR.

Mission Statement

Dear Connector.

We are excited to have you join us as a collaborator and introducer of The Connector. Therefore, we would like to share our mission statement and set some guidelines for our partnership.

Mission Statement:

The Connector is reshaping the future of B2B scaling and client engagement within the European financial sector. We believe in a fresh take on relationship-based strategies that go beyond the conventional and transcend traditional outreach methods.

Fortunately, we are all humans interacting in our local ecosystems. We stand for a more sustainable growth model, leveraging a vast network of local connectors and structural partnerships with financial institutions to facilitate market exploration and business development.

We're not just about connecting. We're about catalyzing your success.

Welcome to the Connector Journey:

We are thrilled to have you join us on this journey. Our collaboration aims for a win-win situation, benefiting you, our clients, and the broader financial industry.

Cheers

Koen Vanderhoydonk

Wouter Bens

Sean Murphy

The Connector.

Code of Conduct

1. Valuing Relationships with Financial Institutions

- We prioritize and deeply value our relationships with financial institutions, recognizing them as key buyers for our clients.
- Our approach is to offer these institutions exceptional service and respect, akin to rolling out the red carpet, recognizing their pivotal role in unlocking our clients' potential.

2. Universal Respect and Inclusivity

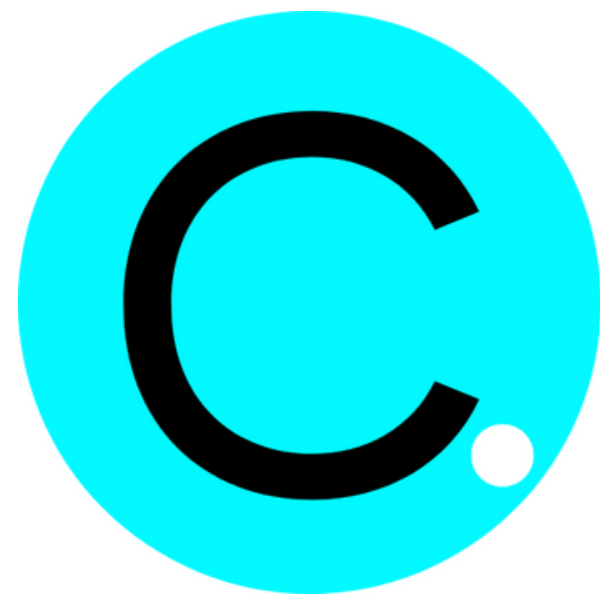
- We are committed to treating everyone with the highest level of respect, irrespective of race, gender, or any other differences.
- Our ethos is rooted in the belief that we are all part of one global community – Planet Earth – and we leave no one behind.
- In our B2B interactions, we see and treat each individual as a person first, ensuring no discrimination based on gender, seniority, or any other factor.

3. Business Growth and Shared Success

- As connectors, we strive to support and assist each other, avoiding any actions that could harm our colleagues.
- We believe in the power of collective effort, valuing it more than individual endeavours.
- A core principle is the equitable distribution of rewards, ensuring that all contributors to a deal are fairly compensated.
- We aim to drive business growth for all parties involved – our scaling companies, the connectors, and the financial institutions.
- We operate on a tri-fold business model focusing on the seller, the intermediary (connector), and the buyer.

4. Embracing Connectivity and Networking

- We are passionate about connecting with people, engaging in their stories, and showing genuine interest.
- We believe in the power of serendipity, fostered through empathy and asking the right questions, leading to trust and business opportunities.
- While Europe is our primary focus, we are committed to building bridges with other regions, including Singapore, the Middle East, and the US.
- We embrace international collaboration, working with connected partners globally to foster good business practices.



THE CONNECTOR.

www.jointheconnector.com