



BroadBranch Advisors | March 16, 2022

Statement on the Russian-Ukrainian Conflict

To our Clients, Partners, Employees, and Community:

The recent invasion of Ukraine by Russian forces has upended the peaceful geopolitical environment on the European continent. We feel it is necessary to share that BroadBranch Advisors unequivocally condemns the ongoing violent incursion of Ukraine, as well as the efforts of the Russian and Belarusian leaders to violently overthrow Ukraine's democratically elected government.

The BroadBranch team desires the restoration of peace and stability, and that desire would be incompatible with advising Russian and Belarusian businesses on strategic growth while those economies continue to fuel unprovoked military aggression. **We cannot in good conscience render strategic advice to, collaborate with, or otherwise implicitly support those whose violent actions have displaced millions, killed thousands, and undermined the universal values of democracy, autonomy, and justice.**



To this end, BroadBranch has determined that it is right and necessary to take immediate action. **We will not maintain or support any business operations with Russian or Belarusian entities or sources, nor will we establish any such operations until such time as all foreign belligerent forces fully withdraw from Ukrainian territory and consent to peaceful relations and the acknowledgement of Ukrainian sovereignty.** Our decisions and actions reflect our values and our steadfast belief in doing what is right. We believe that we all have a role to play in speaking up against violence, and we stand with people and businesses around the planet who have united in solidarity to foster peace.

As we continue to monitor the conflict, we are deeply



Photo: Jędrzej Nowicki/Agencja Wyborcza/Reuters



affected by the present plight of the Ukrainian people. We are inspired by the incredible support that our employees, clients, partners, and communities have shown for the Ukrainian people and their rights. At the same time, we understand that many innocent Russians and Belarusians are also suffering as a result of this war. These are exceptionally difficult times, both for Ukraine and for the world as a whole. We believe that this is a time for unity in the face of violence, as well as for peaceful resistance against those who aim to divide us and make the world less safe for all of humanity in order to further their own cynical interests.

We at BroadBranch hope for an immediate and lasting peace. Until then, we remain fully committed to our clients, partners, employees, and community, as well as to the people and institutions of Ukraine, and we will continue to offer our support to those who need it most during these challenging times.

Additionally, BroadBranch has chosen to make donations to the World Central Kitchen (<https://wck.org/>) and Save the Children (<https://www.savethechildren.org/us/where-we-work/ukraine>) in order to support those who have been affected by this terrible conflict. Please consider a similar donation, if you are able, in support of those in need in Ukraine.

Please [contact us](#) for more information.



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