



MicroVest Capital Management, LLC to reveal new corporate brand

January 21, 2015 – More than ten years ago MicroVest Capital Management started its journey as one of the first impact investment fund managers. Since then the industry and MicroVest have evolved from their infancy to a more mature and professional level. Today, MicroVest is manifesting that change and is unveiling a new corporate brand that builds on the company's beliefs and creates a new, modern look and feel that positions the company for the next decade.

"We are very happy to unveil our new corporate brand that will support us telling our story more effectively. The new modern look underpins our professional operations and our commercial approach to serve the rising middle classes around the world with capital," says Gil Crawford, CEO of MicroVest Capital, LLC.

Improvement in messaging to tell our story

MicroVest is introducing a new corporate brand including logo, tagline and colors. The objective of the visual change is to call attention to our underlying messaging. We are excited to communicate how the social aspect of our client banks and the MicroVest due diligence process are the major driving factors in delivering risk adjusted financial returns to our investors. Our new tag line, Purposeful Investing, is meant to summarize that fact in two simple words.

About MicroVest Capital Management, LLC

MicroVest is an asset management firm that offers global investment opportunities across our family of funds. We invest capital in under-banked markets, providing access to a growing portfolio of sustainable financial institutions. We believe our detailed due diligence process and focus on aligning values can result in meaningful financial returns for our investors. Since 2003 MicroVest has demonstrated that investing with us can be both profitable and purposeful. As of September 30, 2014, MicroVest managed \$279 million across its family of funds.

###