

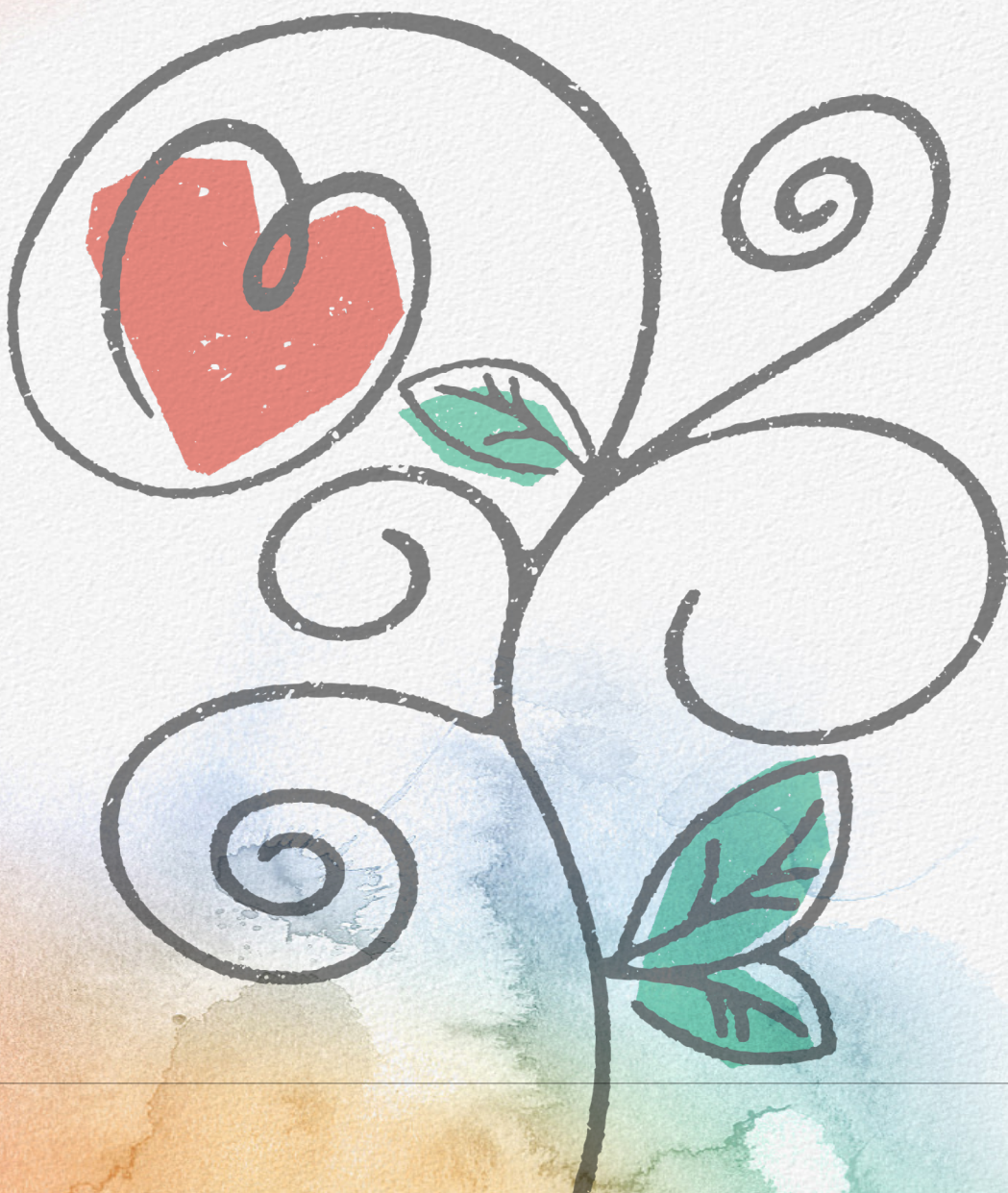


Ethical investment strategy

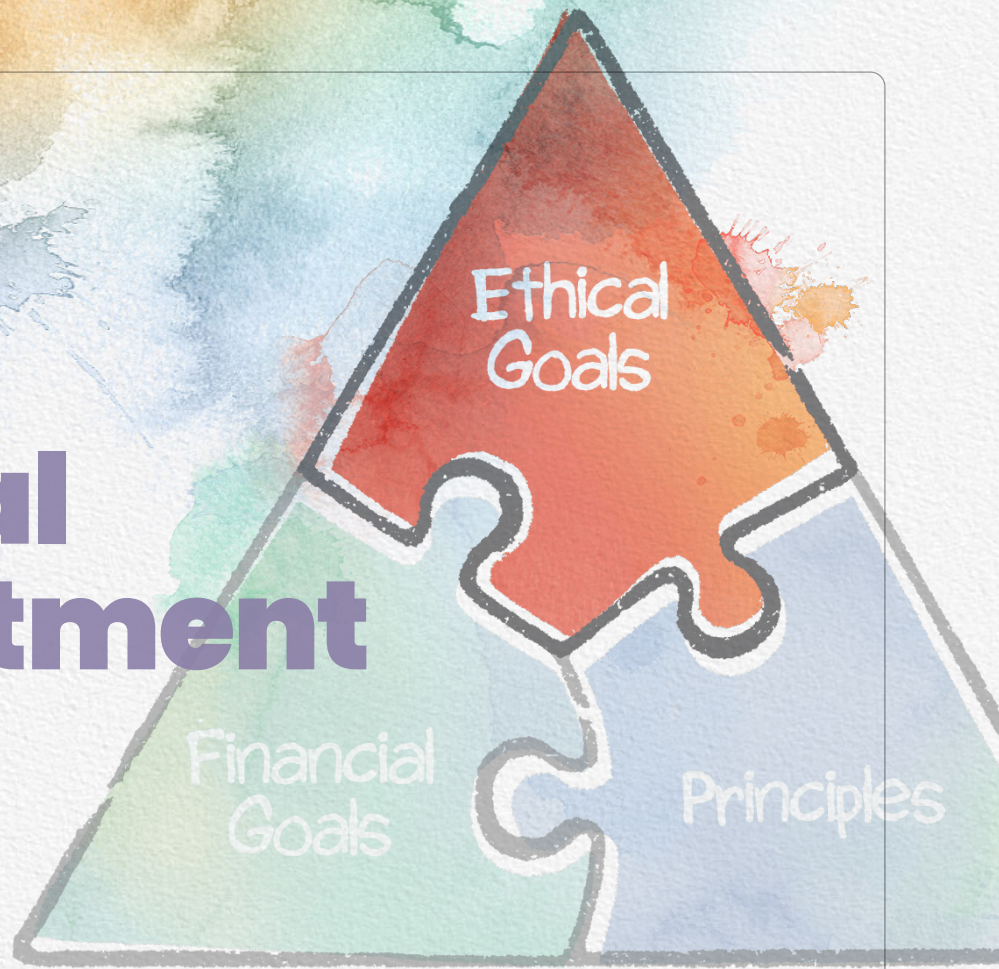
Counselling Psychology Services Group

The Counselling Psychology Services Group

supports the development of counselling
education, the counselling profession and related
psychological services.



Ethical investment goals



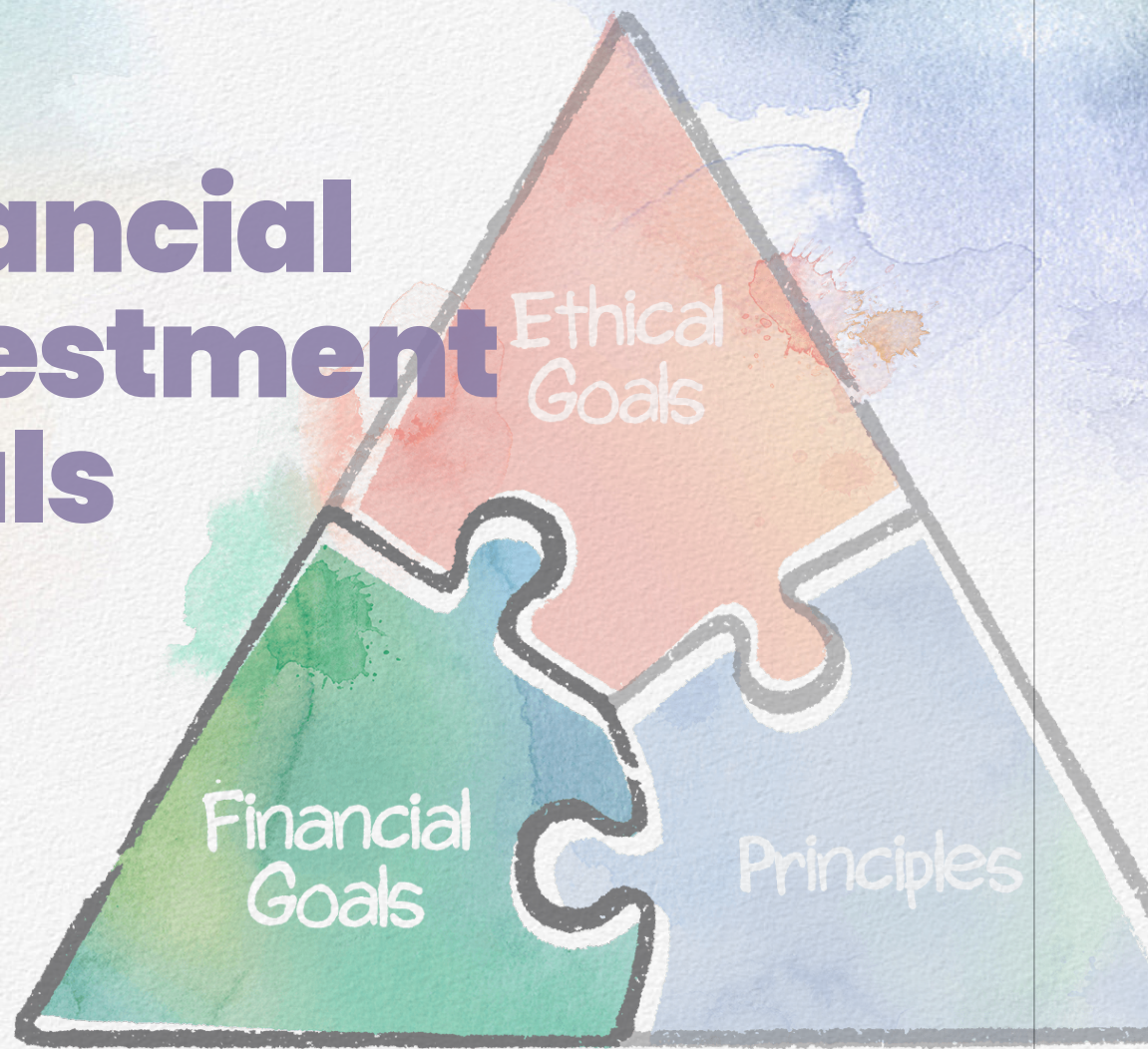
We invest in:

- **Counselling education and training businesses**
- **Digital content businesses specialised in the counselling sector**
- **Educational infrastructure that supports the development of these businesses**

All businesses represent a relatively high risk and so we also invest in low risk ethical investments that are designed to:

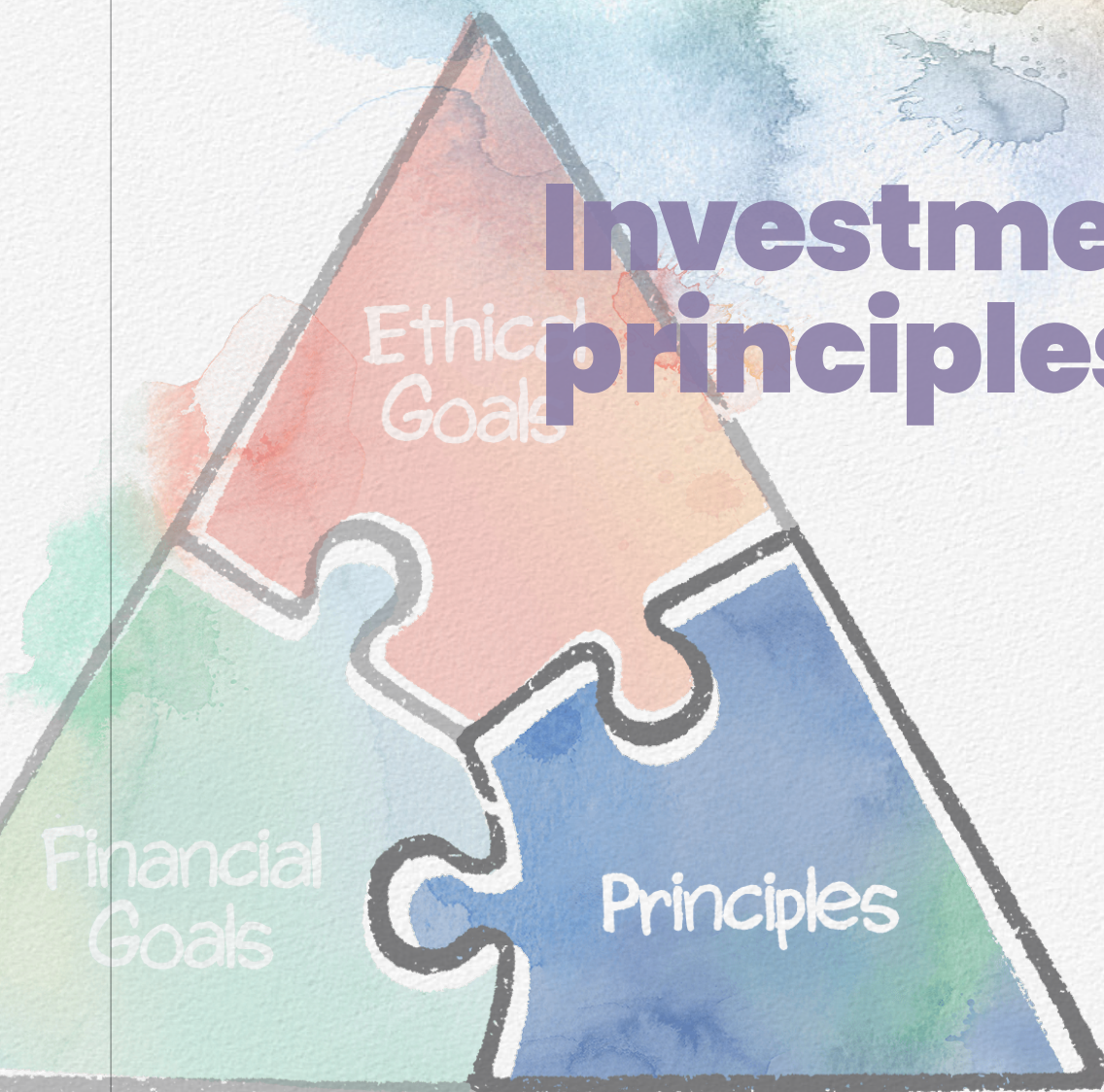
- **Provide a core financial backup to our businesses**
- **Provide a financial return that can be reinvested in our investment portfolio**
- **Better the lives of people.**
- **Contribute to a healthier planet**

Financial investment goals



- **Our higher risk business investments** aim to match or exceed the average return for UK service companies as determined by the Office for National Statistics.
- **Our low risk ethical investments** aim to exceed the return on UK Government 10 year gilts (previous 5 year average)

Investment principles



- We will reinvest the majority of the CPS Group's profits in our ethical investment portfolio.
- Our educational and digital content businesses will be capable of supporting and cross marketing with each other.
- To reduce risk we will generally invest in asset classes that we already have a good track record in managing well.
- To reduce risk we will generally not borrow to invest

Our business portfolio

- Awarding organisation providing specialised counselling qualifications
- Specialised digital content company: direct sales via Vimeo together with global licensing contracts with leading international publishers
- Train-the-trainer programme
- Purpose-built film and podcast studios also available for hire
- Training centre also available for hire

Counselling Psychology

S E R V I C E S • G R O U P



Coming soon:

- **Counsellor trainer online community**
- **Residential training centre also available for hire**



<https://www.cpcab.co.uk/>



<https://www.youtube.com/@CPCABvideos>



<https://www.counsellingchannel.tv/>