



# MATS LEDERHAUSEN

I identify, create and invest in companies that are born out of a **purpose bigger than their product**.<sup>®</sup> That purpose will help attract the most passionate people, the most innovative ideas and the most loyal capital. My long term vision is to contribute to a world where people that are doing well also are the ones doing good.

## AT A GLANCE

“For success, like happiness, cannot be pursued; it must ensue...as the unintended side-effect of one’s personal dedication to a cause greater than oneself.”

—Victor Frankl

# 30<sub>YRS</sub>

Experience Innovating & Leading

# EIGHTEEN

Investments, Past and Present

CHICAGO, USA  
Home since 1999

LONDON, UK  
1989-1990

SWEDEN  
Born and raised



## PAST INVESTMENTS | 1990-2007

**BUSINESS**

## ACTIVE INVESTMENTS | 2003-CURRENT

**BUSINESS**

**NON-PROFIT**

**PARTNERS**

## PROFESSIONAL STORY

### McDonald's, 1978

Part-time crew member

### Swedish Marines, 1982-1983

McDonald's  
Store Manager

Stockholm School  
of Economics  
Masters in Finance

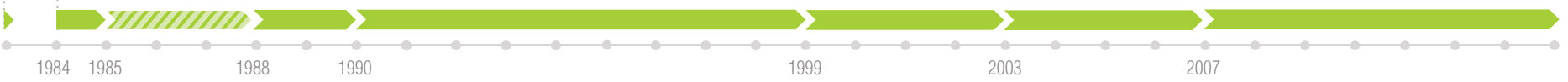
Boston  
Consulting  
Group, UK

McDonald's  
Director of Operations, Managing Director and Joint  
Venture Partner of McDonald's Sweden

McDonald's  
VP, SVP, EVP  
Corporate Strategy/  
Business Development

McDonald's  
Managing Director  
McDonald's Ventures

Be-Cause  
Founding Partner



### building tomorrow

Led McDonald's Sweden from 38 restaurants to nearly 190

### change within

Helped to shape McDonald's successful turnaround as head of global strategy

### successful exits

Created McDonald's Ventures and led Chipotle, Boston Market, Red Box and Pret a Manger to successful exits

### accelerate purpose

Founded Be-Cause to invest in companies with purpose

### operating partnerships

Established close operating and investment partnerships with Sterling Partners and Cue Ball

## CORE BUSINESS BELIEFS

 <b>Think Big</b>	 <b>Start Small</b>	 <b>Scale Fast</b>
<p><b>1 Purpose Bigger than Products</b> The birthplace of human energy. Altitude gives attitude. Aspiration fuels passion</p> <p><b>2 Who &gt; What</b> You bet on people, not on strategies</p> <p><b>3 Brand Harmony</b> Design is the fundamental soul of a man-made creation. Everything communicates</p> <p><b>4 80/20</b> Concentration is key to economic results</p> <p><b>5 Culture Beats Strategy</b> Remember that business is a team sport</p>	<p><b>6 Underpromise and Overdeliver</b> Mind the gap. It's the valley of sin</p> <p><b>7 Only the Paranoid Survive</b> Noah started building the ark before it began to rain</p> <p><b>8 Decentralization</b> Choice beats force, accountability beats bureaucracy</p> <p><b>9 Minding Your Mind</b> Placebo works in business as well as in medicine</p> <p><b>10 Disciplined Execution</b> God is in the details. You can never talk yourself out of a problem you behaved yourself into</p>	

## METHOD TO THE MADNESS

 <b>PURPOSE</b>	 <b>PEOPLE</b>	 <b>PRIORITIES</b>	 <b>PERFORMANCE</b>
<p><b>Clear on Purpose</b></p> <p>The test of a clear purpose is whether it makes sense for employees as well as investors, for customers as well as community</p>	<p><b>Big on People</b></p> <p>Companies only grow when people grow. Culture is everything and purpose is the foundation of strong cultures</p>	<p><b>Short on Objectives</b></p> <p>Making trade-offs and saying no to the urgent but unimportant is the first step towards success. Great companies are ruthlessly focused while most others do so much they end up doing nothing</p>	<p><b>Long and Critical on Details</b></p> <p>The greatest companies are obsessed with details. Details matter. They are like fractals of your purpose. Measure what matters and get better every single day</p>