



March 10, 2025

PIHG President Appointed CIO Of SDG Assessment to Drive Regenerative Finance Strategy

PIHG President Simon Littlewood has joined our partner company, SDG Assessment (“**SDGA**”), as Chief Investment Officer (“**CIO**”), to lead the development and execution of SDGA's investment strategy for the launch of their SDG Linked Token, overseeing capital allocation across a diverse portfolio of Regenerative Finance (ReFi) investment products and services.

PIHG has been working with SDGA in the development of their system for tokenization, digitization, listing and trading of sustainable projects and assets, and associated verification, certification and reporting system, and more recently, for the launch of the SDG Linked Token (the “**Token**”).

By leveraging the power of Decentralized Finance (**DeFi**) and cryptocurrency, the Token seeks to democratize impact investing, opening up opportunities for both individuals and institutions to participate in projects that generate tangible, positive change. The Token will focus on United Nations Sustainable Development Goals (SDGs) linked Regenerative Finance (**ReFi**) initiatives, including carbon credits, plastic credits, biodiversity credits, water credits, and other high-impact ventures.

"I am thrilled to join SDGA and contribute to its mission of democratizing access to investment opportunities in the emerging Regenerative Finance sector," said Simon Littlewood. "I believe that by harnessing the power of innovative financial mechanisms, such as tokenization, we can unlock significant capital flows towards projects that deliver both financial returns and positive social and environmental impact."

"Simon's extensive experience in capital markets, investment and sustainable finance makes him the ideal leader to drive our investment strategy forward," said Dr Lowellyne James, CEO of SDGA. "His proven track record of building and investing in businesses globally, coupled with his deep understanding of emerging markets and sustainable solutions, will be invaluable as we continue to expand our impact and mobilize capital towards projects that address the world's most pressing challenges."

"We are thrilled to see Simon join SDGA as CIO. His extensive experience in sustainable finance and commitment to advancing the SDGs will undoubtedly drive impactful change in the investment landscape. Simon's leadership will be instrumental in developing innovative financial mechanisms that harness capital for environmental and social benefits" intimates Sian Young, CEO of the Centre for Sustainable Action (CSA).

"At the CSA, we believe that collaboration and strong leadership are essential to addressing the pressing challenges of our time. Simon's proven track record in capital markets and his deep understanding of sustainability align perfectly with our mission to promote sustainable practices across various sectors. We look forward to witnessing the positive impact of his work at SDGA and are excited about the potential for transformative investments that can lead to a more sustainable future for all."

About Plural Industry Holding Group

PIHG is a finance and investment group that invests in and builds businesses in the financial and digital sectors. PIHG is listed on the US OTC Pink Market (stock code [PIHG](#)) to enable partners, investors, projects and other stakeholders to participate in and contribute to the growth of our business and our vision.

Financial systems and solutions include tokenization, digital assets, exchanges, specialist funds and finance tools, payment systems, trade finance, securitization, carbon and biodiversity credits, infrastructure and asset finance, with a focus on areas and sectors where traditional financial systems and services providers are not meeting the market need, especially in Africa and other Developing Regions.

Our digital sector activities focus on the data, verification, certification and assurance tools and solutions that provide support for our financial products and services activities.

For additional information, or to be placed on our mailing list, please contact info@pluralihg.com or visit www.pluralihg.com or [LinkedIn](#)

About SDG Assessment

SDG Assessment is a sustainability, environmental, social and governance (ESG) performance reporting tool that assists SMEs and fast growth companies with benchmarking their performance in relation to UN Sustainable Development goals (SDGs) by encouraging organisations that complete the self-assessment process to commit to addressing pertinent SDGs, Sustainable Development Indicators (SDPIs) and other compliance obligations. The SDG Assessment app adopts a research based five-step approach outlined in the *Sustainable Strategic Growth Model (SSGM)*: Learn, Develop, Implement, Optimise and Sustain, bolstered by blockchain technology that supports information security and enhances customer journey experience.

SDG Assessment is headed by Dr. [Lowellyne James](#), an academic, author and consultant with a vision to transform business culture towards building sustainably managed enterprises that create products and services without negative environmental impact, instilled with a social purpose and achieve profitability. He specializes in the application of sustainability and corporate social responsibility tools within small businesses and fast growth companies. He pioneered the development of the Certificate in Sustainability Strategy.

For additional information, visit www.sdg-assessment.com or email lowellyne.james@sdg-assessment.com

About The Centre for Sustainable Action

CSA is a cooperative for micro & small business owners to support each other and learn to build sustainable enterprises. It is building a network of like-minded organisations serious about thriving, delivering profitability and a social purpose through the development of products and services that are inherently sustainable, while normalising human wellbeing and its interconnectedness with nature.

All of the CSA's net revenue is used to fund small business sustainability and wellbeing projects as well as training and development. CSA was co-founded by Dr. James and [Sian Young](#), an international TEDx Speaker and co-creator of the SDG Assessment App, and the ©SHaW Model for sustainable health & wellbeing.

For additional information, visit <https://www.sustainableaction.net/> or email ceo@sustainableaction.center

Your attention is drawn to the Forward-Looking Statement notice below, which is an integral part of this news release, and should be read in conjunction with this news release.

This news release contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “will,” “expects,” “anticipates,” “future,” “intends,” “plans,” “believes,” “estimates” and similar statements. All statements other than statements of historical fact in this press release are forward-looking statements and involve certain risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. These forward-looking statements are based on management’s current expectations, assumptions, estimates and projections about the Company and the industry in which the Company operates, but involve a number of unknown risks and uncertainties. Further information regarding these and other risks is included in the Company’s filings with the U.S. Securities and Exchange Commission. The Company undertakes no obligation to update forward-looking statements to reflect subsequent occurring events or circumstances, or changes in its expectations, except as may be required by law. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that such expectations will turn out to be correct, and actual results may differ materially from the anticipated results. You are urged to consider these factors carefully in evaluating the forward-looking statements contained herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by these cautionary statements.