

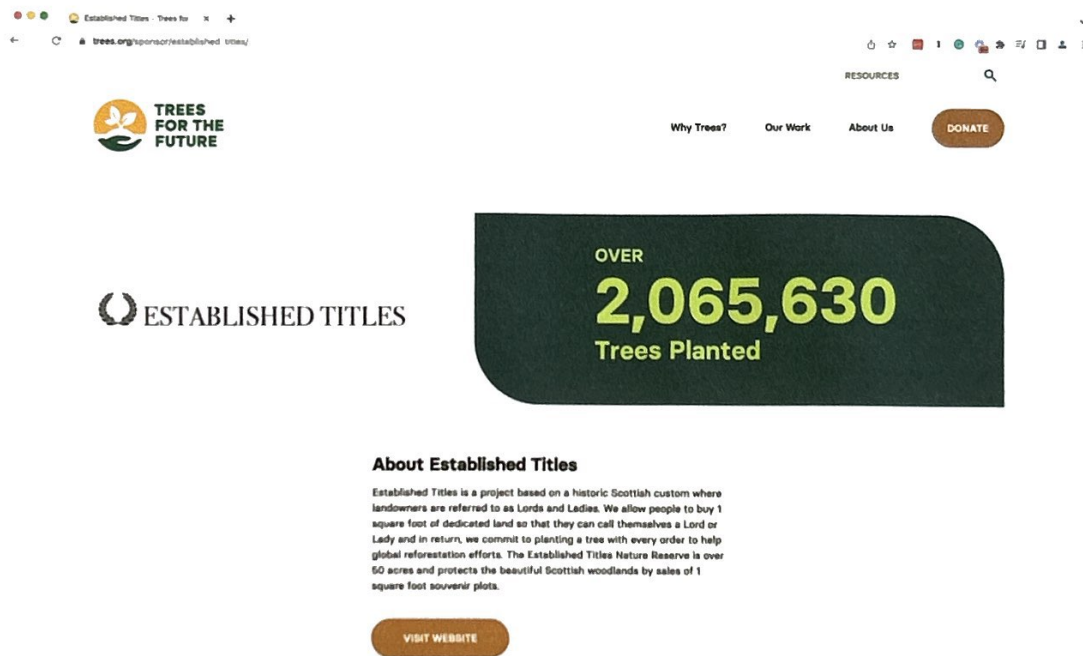


# ESTABLISHED TITLES

24 November 2022

We have recently come under a targeted, completely unfounded attack based on bogus claims, from someone making a career out of personal attacks in an attempt to gain viewership. We deeply appreciate those creators that have come out in support for us, and people who have voiced their refusal to participate in this cruel and vicious attempt to cancel and slander us.

We are also deeply shocked that he would encourage an attack on other creators, based on warping information that has already been openly shared and available from the very beginning. We ask that creators stand by what they believe, and assess the claims for themselves.



Established Titles is a fun gift, meant for a good laugh and we have been absolutely transparent about this from day one. To compare us to going into someone's house and stealing is deeply offensive, and not only undermines our own work, but the good work of the charities and the creators that we have worked with. In the past two years, we have done more tangible work in the preservation of the woodlands in Scotland than anyone else to our knowledge. This includes donating to plant over 2 million trees and acquiring over hundreds of acres of land and contractually committing to preserve it in its natural state. This year, we are slated to be Trees for the Future's Giving Tuesday partner, matching all donations up to \$50,000. It is a shame that this attempt to cancel us will make these efforts in the future that much harder.

All the funding for Established Titles has come from Galton Voysey Limited (which has been mainly funded by William Wolfram). Without this funding, we would have never been able to acquire our initial plots of land in Scotland or invest in bold marketing efforts as we have. This has led to hundreds of acres of land being conserved, and millions of trees planted, not to mention the thousands of smiles on people's faces as they gift it to their family members, loved ones, close friends, and in some cases even their pets!

Galton Voysey has supported us since day one, even though they knew that their initial funding for this conservation project would most likely lead to financial loss. This year alone,

Galton Voysey has made a multi-million dollar loss on Established Titles (sponsoring all those videos isn't cheap!), but has continued to give their full support as they strongly believe that Established Titles will not only grow to become a terrific business in the long run, but also a great example of how you can do well by doing good. After all, what other business of our size has planted over 2 million trees in such a short period of time, while conserving hundreds of acres of woodland?

We are extremely proud of the work that the teams at Galton Voysey, Trifecta Retail Ventures and fail ventures have done across over 70 businesses around the world. I especially want to thank William - many entrepreneurs after making some money would simply sit back on a beach somewhere drinking mai-tais, but he has reinvested virtually all of the money that's been made into funding new ventures and supporting young entrepreneurs even when the path to profitability has been unclear or several years away.

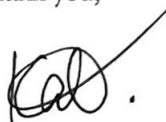
I am American and moved to Hong Kong as a child from Paris with my family, before moving to the UK as a young adult. I moved back to Hong Kong, as many do, for my family. To use the place of my childhood as a tool in trying to create a witchhunt is mean and hurtful.

With respect to the other claims; there has been absolutely nothing 'new brought to light'. We bought a couple hundred acres of land in Scotland, have pledged to protect it and keep it as is forever, and plant a tree with every order we get through one of our tree-planting partners. We have always been clear that our certificates are based on a historic Scottish custom of calling landowners 'Lairds/Lords or Ladies', and that it does not grant you the right to rule or make you a member of any royal family, nor the right to a peerage.

We have always hoped that all our customers enjoy the experience as much as we do - and the vast, vast majority of our Lord and Ladies do, but if they don't for whatever reason, we have always honored refund and cancellation requests fully, and we still donate to plant a tree for the order regardless.

We appreciate the support we have received so far from both our customers and you, our creators, and we hope you will have the strength to stand by and not join in with the mob. However, we understand that this is no easy task, and we will not hold it against you if you prefer to sit this one out. If you want to cancel any existing bookings or future contracts with us, we will accept all cancellations without question, but with great regret.

Thank you,

A handwritten signature in black ink, appearing to be 'Kat', with a long, sweeping flourish extending upwards and to the right.

Kat at Established Titles

PS: One of the biggest achievements in my career so far has been seeing all my favourite creators work on this project. If you would like to discuss these points further, I'm more than happy to do so and will make myself available to you at any hour.

PPS: Feel free to share this letter publicly, if you so wish.