

PINK CHIP

INVEST IN PROOF, *NOT BIAS.*

Thank you for downloading the Pink Chip media pack.

Here you will find all that you need to share our message with your **friends, followers, audience, or community.**

By doing so, you can help Pink Chip get one step closer to the completion of its mission - **reversing the market bias that holds female leaders back.**



EDITORIAL PR ASSETS & INFO

Want to create an editorial piece about Pink Chip?

Here you'll find an explanation of Pink Chip, our press release, and PR images for use in any editorial format.

Press Release:

You can download it [here](#).

What is Pink Chip?

Female leaders are better for business but financial markets are biased against them.

Pink Chip is an initiative on a mission to reverse that bias by elevating the success of female leaders everywhere. Pink Chip indices are the first step in accomplishing that mission.

Each index tracks the performance of women-led companies in markets around the world and allows investors to realise the true value of female leadership as a category, free from the market bias that undervalues it.

Pink Chip makes the power of female leadership impossible to ignore, whether markets like it or not.

Pink Chip in a line:

Pink Chip indices reverse market bias against female leaders by making their success impossible to ignore.

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SHAREABLE PINK CHIP IMAGES -



SOCIAL MEDIA DOWNLOAD & POST

Show your followers Pink Chip.

Here you'll find images and videos about Pink Chip and its mission that you can download and post on your social channels.

When posting:

Please remember to use our launch hashtags, emoji, and stickers when posting Pink Chip content.

This helps to create a sense of consistency that makes it easier for members of the public to get involved too.

Hashtags:

#PinkChip #ProofNotBias

Emoji:



Stickers:

You can find these on Instagram, TikTok, and Giphy by searching: Pink Chip

STICKERS AVAILABLE ONLINE - VIA GIPHY

JUST SEARCH: PINKCHIP



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SOCIAL MEDIA CREATE CUSTOM CONTENT

Want to make your own Pink Chip content?

Here you'll find DIY backgrounds, important talking points, and additional Pink Chip info to help you create the perfect social post.

Why the name “ PINK : CHIP ”?

In the world of finance and trading, investors refer to stocks as 'chips' and categorise them based on colour. Blue chips, for example, are stocks of companies that are considered as large, well-known and highly valued companies, while 'green chips' refer to companies working in green energy, sustainability or other activities associated with environmentalism.

Pink Chip represents an entirely new financial category in which “pink” refers to the power that women bring to the businesses that they lead.

Talking points:

Women are better for business.

- Female leaders are more profitable. ([research](#))
- Female leaders offer investors better returns. ([research](#))
- Female leaders are more competent. ([research](#))

Markets are biased against female leaders.

- Stocks drop 2-3% when a company appoints a female CEO. ([research](#))
- Investors undervalue women-led companies. ([research](#))
- Women-led companies receive less funding. ([research](#))

Women are under-represented in leadership.

- There is 1 female CEO for every 19 male ceos. ([research](#))
- Women make up just 6% of CEOs globally. ([research](#))
- In the US, there are more CEOs called John, David, and Michael than there are female CEOs. ([research](#))

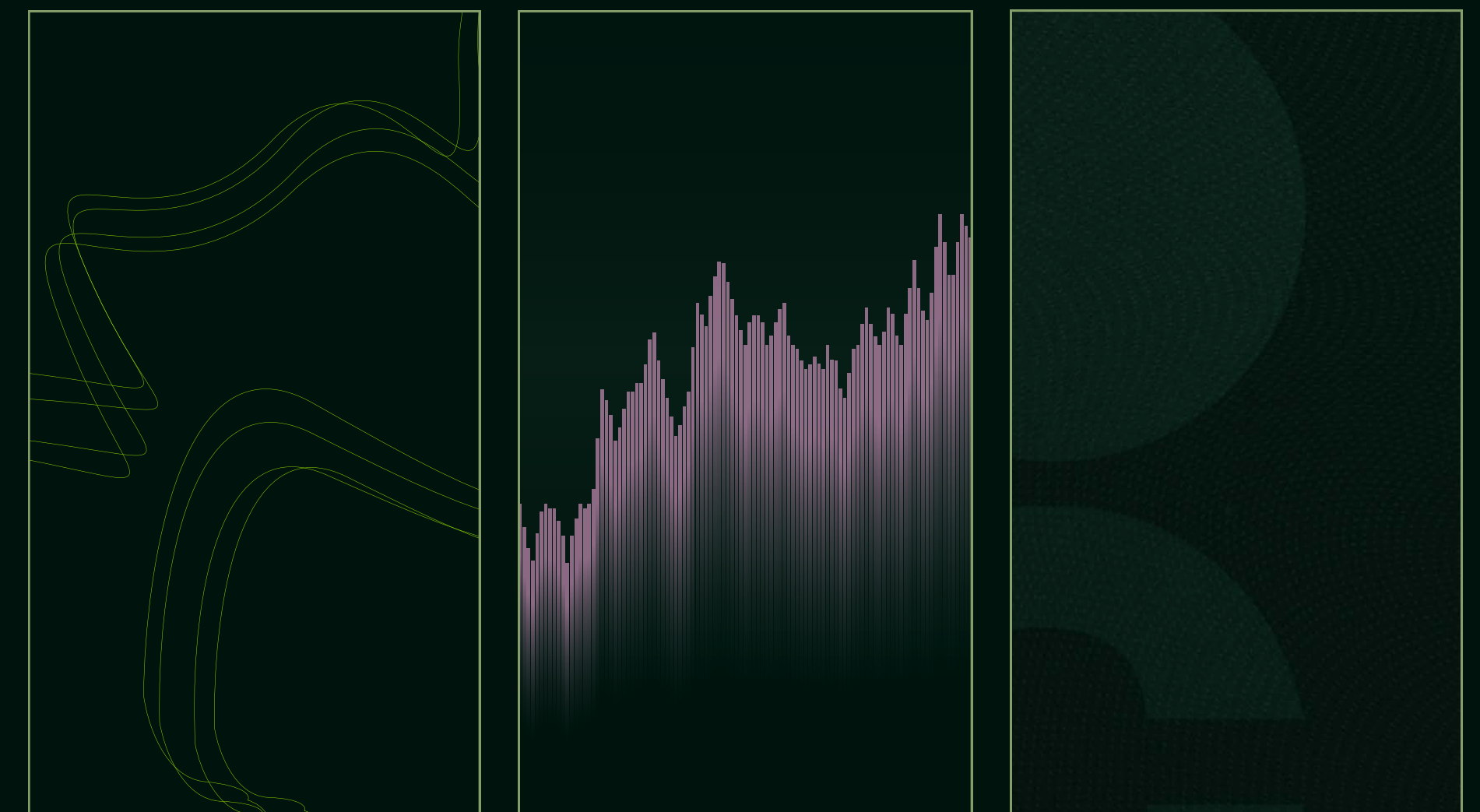
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