



MOSBACHER-BENNETT PRINCIPLES **FOR INVESTORS IN THE GUN INDUSTRY**

The United States has by far the highest levels of gun-related deaths and crime of any developed nation; approximately 90 Americans lose their lives each day to bullet wounds. Investing in companies that make or sell guns in the U.S. market carries extraordinary ethical responsibilities. Every institutional or individual shareholder, lender, equity partner or other investor seeking profit from the manufacture or sale of firearms is obligated to use their investments to encourage gun-related companies to do everything in their power to minimize lethal and criminal uses of their products. Specifically, every investor has an obligation to:

- 1) Require, as a condition of investment, that companies make significant and measurable progress towards meeting standards of conduct in the following areas:

FOR GUN MANUFACTURERS:

- Maintaining networks of secure, responsible sales outlets
- Developing and marketing safer, less lethal guns, ammunition and accessories
- Cooperating fully with law enforcement in reducing gun-related crime

FOR GUN RETAILERS:

- Conducting background checks for all purchases
- Minimizing theft and straw purchases
- Educating and training consumers on gun storage and safety
- Maintaining accurate records and cooperating fully with law enforcement

For both manufacturers and retailers, these standards will exceed, in some cases, what is required by federal or state law.

- 2) Conduct regular, ongoing evaluation of gun-related companies' progress and performance in these areas using objective data.
- 3) Establish timetables, deadlines, and performance expectations for gun manufacturers and retailers.
- 4) Terminate investments in companies that fail to meet these standards after a period of extended engagement.
- 5) Work strategically with other sectors to isolate bad actors in the gun industry and limit their ability to harm the profitability of responsible companies.
- 6) Sustain these efforts for the life of each gun-related investment, independent of the ebbs and flows of public and media attention to these matters.

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