CANAAN HOLDINGS LLC

PEOPLE | OPPORTUNITY | GENERATIONAL IMPACT

FOUNDER & CEO LEADERSHIP CHARTER

BUILD WITH DISCIPLINE | LEAD WITH CHARACTER

A PUBLIC STATEMENT OF FOUNDING LEADERSHIP PRINCIPLES • NOVEMBER 2026

01 / FOUNDING CONVICTION

A Letter from Our Founder

I founded Canaan Holdings LLC with a conviction: the measure of an enterprise extends beyond financial performance to the opportunities it creates, the people it develops, and the legacy it leaves behind.

I study the strategic discipline of John D. Rockefeller, including the emphasis on operating efficiency, long-term planning, reinvestment, and integrated business systems that helped shape Standard Oil. History also requires discernment. Standard Oil was found to have violated U.S. antitrust law in 1911. We can learn from business rigor without endorsing monopoly power or unfair competition.[1, 2]

My leadership philosophy is grounded in the teachings and example of Jesus Christ. His life demonstrates that authority carries responsibility, strength is exercised with restraint, and leadership is expressed through service.[3]

> **ROCKEFELLER'S DISCIPLINE INFORMS HOW WE BUILD.**
> **CHRIST'S TEACHINGS GOVERN HOW WE LEAD.**

This charter describes the standards I intend to uphold as Founder and CEO, and the principles I seek to institutionalize throughout Canaan Holdings LLC and its operating businesses.

Marcus Coleman, CFP®
Founder & Chief Executive Officer
Canaan Holdings LLC

02 / MISSION AND ARCHITECTURE

Our Purpose

Canaan Holdings LLC exists to build, acquire, own, and scale durable businesses that generate sustainable economic value while creating meaningful opportunities for people and communities.

PEOPLE

We recognize human dignity, invest in talent, and cultivate leadership grounded in integrity, accountability, and service.

OPPORTUNITY

We deploy capital, expertise, and resources to strengthen businesses and expand access to durable economic opportunity.

GENERATIONAL IMPACT

We seek to build institutions that endure beyond their founders and create lasting value for employees, clients, owners, families, and communities.

Our Governing Philosophy

STRATEGY FOLLOWS STRUCTURE. Sustainable growth begins with sound foundations.

Before pursuing expansion, we examine ownership rights, governance, incentives, capitalization, operating systems, leadership capacity, accountability, and risk. We reject growth for its own sake. We pursue it when it strengthens the enterprise and advances our purpose.

> PROFITABILITY SUSTAINS THE INSTITUTION.
> STRUCTURE MAKES THE STRATEGY EXECUTABLE.

03 / LEADERSHIP PRINCIPLES

Seven Leadership Commitments

These commitments translate our founding philosophy into expectations for ownership, management, and conduct. Biblical passages are cited as guiding applications, not represented as direct prescriptions for modern corporate policy.

01 STRATEGIC DISCIPLINE

We think long term, allocate capital deliberately, and act with conviction. Material investments and acquisitions require clear ownership, credible underwriting, defined accountability, and an explicit assessment of risk, returns, and opportunity cost.

Biblical foundation: Luke 14:28–30.

02 SERVANT LEADERSHIP

Authority is entrusted to leaders for the benefit of those they serve. We set clear expectations, treat people with dignity, accept responsibility for difficult decisions, and develop successors who lead by example.

Biblical foundation: Matthew 20:26–28.

03 FAITHFUL STEWARDSHIP

Capital, time, relationships, and talent must be managed responsibly. We prioritize liquidity, profitability, free cash flow, disciplined reinvestment, and prudent risk management while protecting the trust of those who depend on us.

Biblical foundation: Luke 16:10–12.

03 / LEADERSHIP PRINCIPLES CONTINUED

Standards That Endure

04 INTEGRITY WITHOUT COMPROMISE

Attractive financial results do not justify deception, exploitation, unfair competition, or violations of law. We commit to fair dealing, transparent reporting, appropriate disclosure, and responsible conduct.

Biblical foundation: Proverbs 11:1.

05 EXCELLENCE AND ACCOUNTABILITY

We prepare thoroughly, execute deliberately, measure performance, and correct deficiencies. High expectations must coexist with fairness, compassion, and reasonable support for the people accountable for results.

Biblical foundation: Colossians 3:23.

06 RESPONSIBLE OWNERSHIP

We respect corporate separateness, contractual and fiduciary obligations, conflicts-management requirements, and applicable regulatory boundaries. Growth should not exceed our capacity to govern it responsibly.

Biblical foundation: Proverbs 15:22.

07 GENERATIONAL RESPONSIBILITY

We aim to create businesses, systems, and leadership pipelines that retain value beyond any individual founder. We invest in succession, institutional memory, employment, and community opportunity.

Biblical foundation: Proverbs 13:22.

04 / OPERATING DISCIPLINE

The Canaan Decision Test

Before a material acquisition, investment, partnership, financing, senior hire, or expansion, the responsible decision-maker should be able to answer each question with evidence.

01 / STRATEGY

Does this strengthen long-term competitive position, operating durability, or enterprise value?

02 / STEWARDSHIP

Are expected risk-adjusted returns sufficient after considering capital needs, liquidity, downside scenarios, and opportunity cost?

03 / INTEGRITY

Could we defend the decision, its assumptions, and its terms honestly before employees, counterparties, regulators, and God?

04 / PEOPLE

Have we considered legal obligations, fair treatment, human dignity, and foreseeable effects on employees, clients, and partners?

05 / LEGACY

Does this improve institutional resilience and create lasting opportunity beyond the immediate transaction?

> AN ATTRACTIVE FINANCIAL RETURN IS NOT, BY ITSELF,
> A SUFFICIENT REASON TO PROCEED.

For material decisions, management should document the analysis, identify an accountable owner, and record approvals at the level required by the applicable governing documents.

05 / FAITH AND RESPONSIBILITY

Faith, Leadership & Service

My Christian faith informs my approach to leadership, stewardship, ethics, and responsibility. At Canaan, those convictions should be visible in our actions: truthful communication, fair dealing, disciplined decisions, and a willingness to serve.

Every person deserves dignity and respectful treatment. Canaan seeks to serve and work with people of all religious beliefs and backgrounds, without imposing religious observance as a condition of doing business or employment.

> **LEAD WITH THE COURAGE OF THE LION AND THE HUMILITY OF THE LAMB.**
>
> Revelation 5:5–6 presents both images of Jesus Christ.

The Founder's Commitment

As Founder and Chief Executive Officer, I recognize that leadership standards must begin with my own conduct. I commit to acting with humility, seeking wise counsel, governing capital responsibly, acknowledging mistakes, and remaining accountable for decisions and outcomes.

I will seek opportunity without sacrificing integrity, profitability without exploitation, and growth without abandoning our purpose. My responsibility is to help build an institution whose values remain intact as its influence, resources, and obligations increase.

Canaan's achievement should be measured by the strength of its businesses and by the people developed, opportunities created, and lasting value generated.

Marcus Coleman, CFP®
Founder & Chief Executive Officer
Canaan Holdings LLC

Prepared for publication: November 6, 2026 | Founder statement; not a board-adopted policy.

06 / STATEMENT OF APPLICATION

From Principles to Practice

The charter establishes a direction for leadership. It does not replace operating agreements, board resolutions, employment policies, investment committee authorities, legal obligations, or professional standards.

Responsibilities Across the Enterprise

HOLDING COMPANY

Set capital allocation priorities, shared control standards, governance expectations, risk limits, leadership succession, and enterprise reporting.

OPERATING BUSINESSES

Maintain appropriate autonomy, corporate separateness, customer accountability, service-specific controls, and performance reporting.

LEADERS AND EMPLOYEES

Translate the principles into lawful conduct, measurable objectives, fair decisions, accurate communication, and appropriate escalation of concerns.

Our Commitment to Institutional Integrity

Canaan will seek to formalize these principles through written policies, accountability systems, and oversight appropriate to its stage of development. No statement in this charter represents that a particular committee, internal control, registration, license, or governing document has already been established.

> PEOPLE | OPPORTUNITY | GENERATIONAL IMPACT.

STRATEGY FOLLOWS STRUCTURE.

PUBLICATION NOTES

Sources & Interpretive Context

The historical references below distinguish lessons drawn from Rockefeller's business discipline from endorsement of Standard Oil's competitive practices. Scripture citations are applications to Canaan's leadership philosophy, not quotations or legal policies.

1. Rockefeller Archive Center. “John D. Rockefeller, 1839–1937.” Rockefeller biography and Standard Oil history.

2. U.S. Supreme Court. Standard Oil Co. of New Jersey v. United States, 221 U.S. 1 (1911). Read the judicial opinion.

3. Biblical foundations. Matthew 20:26–28 and Revelation 5:5–6. Additional references: Luke 14:28–30; Luke 16:10–12; Proverbs 11:1; Colossians 3:23; Proverbs 15:22; Proverbs 13:22. Verify the biblical passages.

Scope. This is a founder-level statement prepared for publication on November 6, 2026. It is not presented as a board-adopted governance policy, a binding legal instrument, or evidence of licensing or registration. Policies and internal controls require separate implementation.

Brand. The cover reproduces the existing approved full Canaan Holdings LLC logo artwork, including the CH monogram and cross, without redrawing its elements.