

Press release
18 December 2025

TRIBE IMPACT CAPITAL APPOINTS KATHARINE SAMUELS AS HEAD OF UHNW & FAMILY OFFICES

New leadership role reinforces Tribe's commitment to supporting ultra-high-net-worth individuals and families in aligning wealth with values across generations.

London, 18 December 2025 - Tribe Impact Capital is delighted to announce the appointment of Katharine Samuels as Head of UHNW & Family Offices, a newly formalised leadership role that reflects Tribe's continued growth and deepening commitment to ultra-high-net-worth (UHNW) individuals and families, and the unique needs of family offices.

Katharine has been instrumental in shaping this part of Tribe's business over recent years. Her appointment signals not just recognition of that work, but a significant step in Tribe's evolution as a specialist wealth manager for families who want their wealth to deliver both long-term financial security and meaningful impact across generations.

Commenting on the appointment, Katharine said:

"I'm incredibly excited to take on the role of Head of UHNW & Family Offices at Tribe. We've been growing steadily across these client areas, thanks to our outstanding team and our clients, who give us the privilege of managing their wealth. I look forward to building on this foundation, deepening relationships across generations, aligning values with wealth, and helping to protect and grow wealth for generations to come."

Katharine's appointment highlights Tribe's belief that impact investing is one of the most powerful tools for bridging intergenerational divides. Her role will focus on building long-term, trusted relationships, supporting families through complexity, and helping them make better, more informed decisions around their wealth.

This approach extends beyond portfolio construction to help families achieve clearer alignment, stronger governance and better decision-making. Katharine and the team support families through the creation or evolution of investment policy statements, building bespoke, impact-aligned portfolios, facilitating legacy conversations, while working seamlessly with their wider circle of trusted advisers

Tribe continues to build bespoke tools and a space for deeper, more considered conversations for UHNW and family office clients. Tribe's "*family conversation cards*" (launching early 2026) will help facilitate and deepen family dialogue around the purpose and investment of their wealth. These cards sit alongside tailored client events, designed to bring together like-minded individuals and families to share insights and challenges, as well as networks for rising generations to explore what wealth means to them, in a supportive, future-focused environment.

Commenting on the appointment, Cate Quentin, Head of Wealth Management, said:

"This is an exciting chapter for Tribe. We want to become the first name that families, investment consultants, lawyers and accountants think of when working with UHNW and family office clients who care about aligning wealth with values. We want families to feel proud of the way they invest now and in the future. Katharine is the perfect person to be leading this business for Tribe".

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About Tribe Impact Capital

Tribe is the UK's first dedicated impact wealth manager and offers discretionary and advisory portfolio management. Tribe was created in response to a significant increase in demand from individuals, families and charities who wanted to achieve both sustainable impact and a financial return from their invested wealth.

Tribe works in partnership with clients to gain a deep understanding of their values and how these align with the UN SDG framework. Going beyond traditional negative screens allows us to focus on positive selection of responsible, sustainable and impactful investments.

Tribe is a proud certified B Corps which means everything we do balances purpose and profit. As part of our commitment to achieving positive change, we have locked into our mission and model 20% of our profits to invest in high impact, scalable, mission-driven organisations. www.tribeimpactcapital.com

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