



# 2050 Adds ESG and Advertising Professional to Advisory Board

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*Company Continues to Lay the Foundation for a Global Business Incubator Strategy*

CHICAGO, IL, USA, May 13, 2019 /EINPresswire.com/ -- 2050 Motors, Inc. (US OTC: ETFM) announces that it has added ESG and advertising professional Michael Shevack to its Advisory Board, marking the third such addition since the creation of the Advisory Board in March 2019. Michael Shevack will advise regarding the development of an Environmental, Social and Governance "ESG" consulting division within 2050. Through the business unit, 2050 will provide consulting services to companies wishing to incorporate Conscientious Business Principles that align the interests of customers, employees, partners, industry participants, investors, the community, and the environment.

Said Vik Grover, CEO: "Environmental, Social and Governmental Responsibility (ESG) thought-leadership is essential to our business mission. It is well accepted that ESG is positively correlated to superior financial performance for corporations and higher alpha for investments. We are further enthusiastic that Michael's advertising prowess will benefit 2050 and our existing, planned and future portfolio companies."

Said Michael Shevack: "Conscientious business principles require adding another dimension to our business value-creation exercise – expand our gaze from "how good are our goods; and how well do our services serve the consumer?" to "how does the business value-creation process affect everyone else – employees, the local and larger communities, and the environment?" We will help businesses develop a necessary "third-party narrative" to make ESG a normal part of their business process. We will also help businesses clarify and articulate their core value proposition, which is essential for effective advertising and branding."

## Michael Shevack's Bio:

Michael Shevack is an inter-religious leader, a book author, and an ordained Rabbi. He was an instructor in Business Spirituality at the Iacocca Institute for Global Entrepreneurship at Lehigh University, and columnist in SUCCESS magazine. Shevack teaches executives how to fix and improve the bottom line by aligning decisions to "How Life Works for Good" and currently serves on several non-profit organizations. He is currently Social Responsibility Officer for the Patton Foundation, founded by Helen Ayer Patton, granddaughter of General George S. Patton. As a senior creative and advertising executive, Shevack has authored international award-winning campaigns, including "Gillette - the best a man can get!", which is still running in over 120 countries.

## About 2050 Motors, Inc.

2050 Motors, Inc. ([www.2050motors.com](http://www.2050motors.com)) is a publicly traded company focused on business incubation. The Company invests in and provides management, Board representation and other supports to emerging growth companies aligned to 2050's environmental, social, and governance ("ESG") mission. 2050 seeks to develop direct investment and affiliations - majority and minority-owned as well as in joint venture formats - that provide emerging companies with access to the public markets for expansion capital as well as spin-out options to become their own stand-alone public companies.

## Disclosure Statement

Statements in this press release about our future expectations, including without limitation its ability to leverage capital markets to execute its growth strategy, constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and as that term is defined in the Private Litigation Reform Act of 1995. Such forward-looking statements involve risks and uncertainties and are subject to change at any time, and our actual results could differ materially from expected results. The Company undertakes no obligation to update or release any revisions to these forward-looking statements to reflect events or circumstances after the date of this statement or to reflect the occurrence of unanticipated events, except as required by law. 2050's business strategy described in this press release is subject to innumerable risks, most significantly, whether the Company is successful in securing adequate financing and materially decreases its convertible debt. No information in this press release should be construed in any form shape or manner as an indication of the Company's future revenues, financial condition or stock price.

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