

NEWS RELEASE

Operation HOPE's John Hope Bryant Announces His Business Plan for America at 2024 Milken Institute Global Conference

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ATLANTA--(BUSINESS WIRE)-- Operation HOPE, a national nonprofit dedicated to helping low- and moderate-income Americans thrive in an ever-changing economy, announced that its Founder, Chairman and Chief Executive Officer John Hope Bryant revealed yesterday the details of his **Business Plan for America: A Case for the Big Tent** at the 2024 Milken Institute Global Conference in Los Angeles, CA.

Using historical data and comparative analysis, The Business Plan for America outlines the case that in order for America to continue as a leading economic superpower, we must recognize how critical our diversity is to our success. He details:

- How America's demographics are trending toward becoming majority-minority
- How successful capitalism models rely on diverse populations
- Why suppressing DEI initiatives is bad for business
- Why we need to invest in the economic future of people of color – primarily through financial literacy
- Why we need to increase individual wealth for all to ensure America's global leadership position

Mr. Bryant detailed his plan at the Milken Conference during a closed-door, off-the-record session titled "The DEI Shake-Up: Assessing Progress and Pushback" with fellow panelists Bill Ackman (Founder and CEO, Pershing Square Capital), Dina DiLorenzo (President, Guggenheim Investments), Jarvis V. Hollingsworth (Chair, Teacher Retirement System of Texas), and R. Don Peebles (Chairman, The Peebles Corporation).

"America's greatest resource is its people, and we are doing a disservice to our country's future by not taking an

honest look at where our people are financially, how we got here and how we can make sure that every American has the opportunity to generate wealth. The facts about where we are as a nation in a globally competitive landscape and where our people are in terms of their own financial security are both critically important and underappreciated. My Business Plan for America was created to help us focus on the long-term as we move toward a majority-minority population and to help us strengthen the ladder to upward mobility to secure our collective future," said Mr. Bryant.

About Operation HOPE, Inc.

Since 1992, Operation HOPE has been moving America from civil rights to "silver rights" with the mission of making free enterprise and capitalism work for the underserved—disrupting poverty for millions of low and moderate-income youth and adults across the nation. Through its community uplift model, HOPE Inside, which received the 2016 Innovator of the Year recognition by American Banker magazine, Operation HOPE has served more than 4 million individuals and directed more than \$3.2 billion in economic activity into disenfranchised communities—turning check-cashing customers into banking customers, renters into homeowners, small business dreamers into small business owners, minimum wage workers into living wage consumers, and uncertain disaster victims into financially empowered disaster survivors. For more information: OperationHOPE.org. Follow the HOPE conversation on [Twitter](#), [Facebook](#), [Instagram](#) or [LinkedIn](#).

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