

the big shareholders in the board of directors.

On sources like Yahoo Finance, we can see detailed company info, such as who the biggest shareholders actually are. Let's take Pepsico again, as an example. We see about 72% of stock is owned by no less than 3,155 institutional investors. These are investment companies, investment funds, insurance companies, banks and in some cases, governments.

Who are the biggest institutional investors of Pepsico? As you can see, only 10 of the investors own together nearly one third of the stock. The top 10 of investors together amount to a value of \$59 billion dollars but out of those ten, only three own more stock than the other seven. Let's remember them and look up who owns the most stocks of the Coca-Cola Company, the biggest competitor of Pepsi.

The biggest lump of stock is again owned by institutional investors. Let's look at the top 10 and start at the bottom six of them. Four of these institutional investors we also saw at the bottom six of Pepsico. These are Northern Trust, JPMorgan-Chase, Geode Capital Management and Wellington Management. Now, let's look at the four biggest stock owners. They are BlackRock, Vanguard and State Street. These are the world's biggest investment firms, so Pepsico and Coca-Cola are not competitors, at all.

The other big companies that own a myriad of brand names, like Unilever, Mondelez and Nestlé are from the same small group of investors. But it's not only in the food industry that their names come up. Let's find out on Wikipedia, which are the biggest tech companies.

## BIG TECH

Facebook is the owner of Whatsapp and Instagram. Together with Twitter, they form the most popular social media platforms. Alphabet is the parent of all Google companies, like YouTube and Gmail but they are also the biggest investor in Android, one of the two operating systems for nearly all smartphones and tablets. The other operating system is Apple's IOS. If we add Microsoft, we see four companies making the software for nearly all computers, tablets and smartphones in the world.

Let's see who are the biggest shareholders of these companies. Take Facebook: we see that 80% of the stock is owned by institutional investors. These are the same names that came up in the food industry; the same investors are in the top three. Next, is Twitter. It forms with Facebook and Instagram the top three. Surprisingly, this company is in the hands of the same investors, as well. We see them again, with Apple and even with their biggest competitor, Microsoft.

Also, if we look at other big companies in the tech industry that develop and make our computers, TVs, phones and home appliances, we see the same big investors, that together own the majority of the stock. It's true for all industries. I'm not exaggerating.

## THE TRAVEL INDUSTRY (AND ENERGY & MINING)

One last example, let's book a holiday on a computer or smartphone. We search for a flight to a sunny country on Skyscanner or Expedia. Both are from the same small group of investors. We fly with one of the many airlines. Many of which are in the hands of the same investors and of governments, as is the case with Air France, KLM. The plane we board is, in most cases a Boeing or an Airbus, also owned by the same names. We book through Booking.com or AirBnB and when we arrive we go out for dinner and place a comment on Tripadvisor.

The same big investors show up in every aspect of our trip and their power is even bigger, because of the kerosene is from their oil companies or refiner-

ies. The steel from which the plane is made comes from their mining companies. This small group of investment firms and funds and banks are namely also the biggest investors in the industry that dig for raw materials.

Wikipedia shows that the biggest mining companies have the same big investors that we see everywhere. Also, the big agricultural businesses, on which the entire food industry depends; they own Bayer, the parent company of Monsanto, the biggest seed producer in the world but they are also the shareholders of the big textile industry. And even many popular fashion brands who make the clothing out of the cotton are owned by the same investors.

Whether we look at the world's biggest solar panel companies or oil refineries, the stocks are in the hands of the same companies. They own the tobacco companies that produce all the popular tobacco brands but they also own all big pharmaceutical companies and the scientific institutions that produce medicine. They own the companies that produce our metals and also the entire car, plane and weapons industry, where a great deal of the metals and raw materials are used. They own the companies that build our electronics, they own the big warehouses and online markets and even the means of payments we use to buy their products.

To make this video as short as possible, I only showed you the tip of the iceberg. If you decide to research this with the sources I just showed you, then you will see that most popular insurance companies, banks, construction companies, telephone companies restaurant chains and cosmetics are owned by the same institutional investors we have just seen.



## BLACKROCK & VANGUARD

These institutional investors are mainly investment firms banks and insurance companies. In turn, they themselves are owned by shareholders and the most surprising thing is that they own each other's stocks

Together, they form an immense network comparable to a pyramid. The smaller investors are owned by larger investors. Those are owned by even bigger investors. The visible top of this pyramid shows only two companies whose names we have often seen by now. They are Vanguard and BlackRock. The power of these two companies is beyond your imagination. Not only do they own a large part of the stocks of nearly all big companies but also the stocks of the investors in those companies. This gives them a complete monopoly.

A Bloomberg report states that both these companies in the year 2028, together will have investments in the amount of 20 trillion dollars. That means that they will own almost anything.

Bloomberg calls BlackRock "The fourth branch of government", because it's the only private agency that closely works with the central banks. BlackRock lends money to the central bank but it's also the advisor. It also develops the software the central bank uses. Many BlackRock employees were in the White House with Bush and Obama. Its CEO, Larry Fink can count on a warm welcome from leaders and politicians. Not so strange, if you know that he is the front man of the ruling company. But Larry Fink does not pull the strings, himself.

BlackRock, itself is also owned by shareholders. Who are those shareholders? We come to a strange conclusion. The biggest shareholder is Vanguard. But now he gets murky. Vanguard is a private company and we cannot see who the shareholders are. The elite who own Vanguard apparently do not like being in the spotlight but of course they cannot hide from who is willing to dig.

Reports from Oxfam and Bloomberg say that 1% of the world, together owns more money than the other 99%. Even worse, Oxfam says that 82% of all earned money in 2017 went to this 1%.

Forbes, the most famous business magazine says that in March 2020, there were 2,095 billionaires in the world. This means that Vanguard is owned by the richest families in the world. If we research their history, we see that they have always been the wealthiest. Some of them, even before the start of the Industrial Revolution, because their history is so interesting and extensive, I will make a sequel.

For now, I just want to say that these families of whom many are in royalty are the founders of our banking system and of every industry in the world, these families have never lost power but due to an increasing population, they had to hide behind firms, like Vanguard, which the stockholders are the private funds and non-profits of these families.

## NGOs AND FOUNDATIONS AND THEIR OWNERSHIP OF BIG PHARMA

To clarify the picture, I have to explain briefly what non-profits actually are. These appear to be the link between companies, politics and media. This conceals the conflicts of interests a bit. Non-profits, also called "foundations" are dependent on donations they do not have to disclose who their donors are they can invest the money in the way they see fit and do not pay taxes as long as the profits are invested again in new projects. In this way, non-profits keep hundreds of billions of dollars among themselves according to the Australian government, non-profits are an ideal way of financing terrorists and of massive money-laundering.

The foundations and funds of the families that are the richest stay in the background as much as possible. For issues that get much attention, the foundation of philanthropists are used that are lower in rank but very rich.

I want to keep it short, so I will show you the three most important ones that connect all industries in the world. They are the Bill and Melinda Gates Foundation, the Open Society Foundation of the controversial multi-billionaire, Soros and the Clinton Foundation. I will give you a very short introduction to show you their power.

According to the website of the World Economic Forum, the Gates Foundation is the biggest sponsor of the WHO. That was after Donald Trump quit USA financial support to the WHO in 2020. So the Gates Foundation is one of the most influential entities in everything that concerns our health. The Gates Foundation works closely with the biggest pharma companies, among which are Pfizer, AstraZeneca, Johnson & Johnson, Biontech and Bayer.

And we have just seen who their biggest shareholders are. Bill Gates was not a poor computer nerd who miraculously became very rich. He's from a philanthropist's family that works for the absolute elite. His Microsoft is owned by Vanguard, BlackRock and Berkshire Hathaway. But the Gates Foundation, after BlackRock and Vanguard is the biggest shareholder in Berkshire Hathaway. He was even the member of the board there.

We would need hours if we wanted to uncover everything in which Gates, the Open Society Foundation of Soros and the Clinton Foundation are involved. They form a bridge to the current situation, so I had to introduce them.