

Edition EIS

Why Edition EIS:

- Edition Capital (Edition) is an established generalist EIS manager with over 70 years' combined investment experience, and particular expertise in the leisure sector
- The team has a track record of achieving significant upside for previous EIS Investors
- Edition EIS has unique access to fast growing entrepreneurial businesses and has raised and deployed over £20m into 13 companies in the last four allotments
- Gain access to a broad spectrum of mainly later stage companies operating in leisure that require scale up capital
- Edition's deal flow is unaffected by the Patient Capital Review

Key fund features:

- Evergreen product with quarterly closes (5th April, 5th July, 5th October, 5th January)
- Target allocation of between 4 to 8 companies (with a minimum of 4)
- Guaranteed "carry back" to prior tax year if application is accepted by the January close
- 100% tax efficient – 30% income tax relief on subscriptions (after any adviser charges)
- Upfront and Management fees only charged when funds are invested into businesses
- Target £2 tax free return per £1 invested over an investment horizon of 4-6 years

Edition is an established generalist EIS manager with particular expertise in the leisure sector.

Rise of the Leisure Consumer

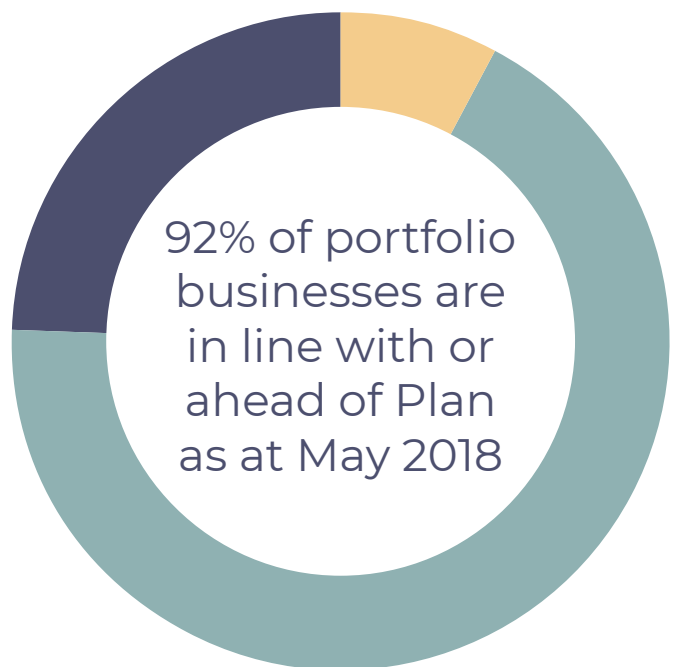
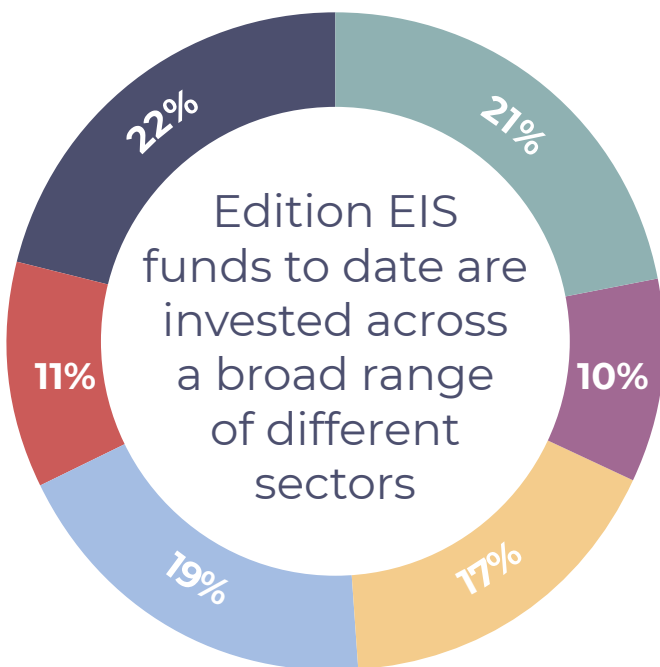
UK Leisure sector is worth

£117bn
in revenue and accounts for
7.4% of GDP^{1*}

- UK leisure spending continues to grow at twice the speed of retail^{2*}
- An evolution has occurred in the mind-set of the leisure consumer; a behavioural shift from product-consumption to experience-consumption^{3*}
- Consumers want to spend their disposable income enjoying themselves and are seeking experiences that enrich their lives
- Increased consumer spending in the sector coupled with developments in technology have encouraged more innovation and new offerings

Key features of any business Edition EIS invests in:

1. Proven business model, with potential to roll out and generate high levels of growth
2. Focus on later stage businesses which are profitable and are looking to scale up (at least 60% of the portfolio)
3. Strong management teams with excellent track records to execute strategy
4. Flexible business plans and able to take advantage of changes in consumer demand



● Pubs / Restaurants

● Multi-Use Venues

● Live Entertainment

● Tourist Attractions

● TV Formats

● Other

● Behind

● On Track

● Ahead

^{1*} - Source: Deloitte: Passion for Leisure Report (2016)

^{2*} - Source: Coffey Peach Tracker (2017)

^{3*} - Source: Deloitte: Passion for Leisure Report (2016)

*Warning: Past performance is not necessarily an indicator of future results. Your capital is at risk.

Edition EIS has raised and deployed over £20m into 13 companies in the last four allotments.

SNOWBOXX
MUSIC MOUNTAINS BEYOND

£1.05m Investment

Sector: Live Entertainment

Mainstage Festivals manage international festivals and associated travel. Their marquee brand, Snowboxx, is one of Europe's largest ski festivals.



£1.30m Investment

Sector: Pubs/Restaurants

Little Door & Co. operate restaurant-bars across London, each with an individually coloured 'door' and themed on a 'house share' bespoke to the surrounding area.



£630k Investment

Sector: Other

Hotpod Yoga is Europe's largest yoga business, with 5 owned London studios and 46 franchises across Europe and South Africa.



Sector: Pubs/Restaurants

Morty and Bobs is a chain of cafés and bars across London.

Their current venues are situated in London's Coal Drops Yard in Kings Cross and Hackney.



£674k Investment

Sector: TV Formats

The Wine Show is a TV format created by Infinity Creative Media. The TV show is leveraged for product sales and live activations.

incipio

£2.35m Investment

Sector: Pubs/Restaurants

Incipio Group create dynamic consumer venues focused around food & drink. 7 venues will be in operation across London by Q4 2018.

Oval Space

£1.58m Investment

Sector: Multi-Use Venues

Oval Space is a London based live venues and festival group. The current venues include Bethnal Green's Oval Space and The Pickle Factory.

COOL BRITANNIA
31.08-02.09.18

£1.75m Investment

Sector: Live Entertainment

Halcyon Festivals is a festival promoter. The first festival, Cool Britannia, is a 90s focused event held in Knebworth Park.



TRIUMPHMUSIC

£275k Investment

Sector: Other

Triumph Music creates and distributes genre-diverse production music for TV, film and documentaries.



£2.10m Investment

Sector: Other

Campus Group is an established brand agency with over 15 years' experience of working with clients as diverse as Microsoft, Cadbury and ASOS.



£3.15m Investment

Sector: Tourist Attractions

Little Lion Entertainment is the immersive theatrical group behind The Crystal Maze Live, the sell-out live version of the popular 90's TV show.



£500k Investment

Sector: Other

TMB Wine is a wine merchant business focused on marketing and selling the exclusive 'Cult Wines' of California.

The Edition EIS team members have a track record of achieving significant upside for previous EIS Investors.

The team members have managed and advised on investments **exceeding £300m, including over £140m** of EIS and VCT investments.

Case Study: Impresario Festivals plc

The team led the creation, development and exit of Impresario Festivals plc ("Impresario"). Operating within the leisure sector, Impresario raised £10m of EIS funds to acquire and develop music festivals, and over a 2-year period acquired 4 brands.

Edition subsequently led the sale of Impresario to media and entertainment group Global for a sum in excess of £28m, which led to a pre-performance fee return of £2.33 for Investors (£2.10 post performance fees).

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Source: Impresario Festivals plc

Key Fund Details	Minimum subscription:	£10,000. There is no maximum subscription
	Closing dates:	Evergreen with quarterly closes: 5th January, 5th April, 5th July, 5th October
	Diversification:	Funds will be invested into 3-6 companies, with a minimum of 3 companies
	Liquidity:	Investors will receive distributions from the proceeds of successful realisations as they are made
	Tax advantages:	If you are eligible you may be able to benefit from tax advantages provided by EIS
	EIS3 certificates:	Typically issued for each investment within 8 weeks, depending on HMRC turnaround
	Target holding period:	The targeted exit timeframe is 4 – 6 years

Please read the Information Memorandum for the Fund carefully, specifically the Risk Factors set out on page 17, before making your investment decision and confirm with your independent financial adviser that you do have the expertise, experience and knowledge to properly understand the risks of participating in the Fund.

For further information and copies of the information memorandum please contact:

Edition EIS is managed by

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Risk Warning: Prospective Investors should note that past performance is not necessarily an indication of future performance. The value of an investment can fall as well as rise and Investors may not get back the amount originally invested. Therefore you should only make investments in unlisted companies that you can afford to lose without having any significant impact on your overall financial position or commitments. Taxation levels, bases and reliefs may change if the law changes and the tax benefits of products will vary according to your personal circumstances; independent advice should therefore be sought. This document is a financial promotion issued by Edition Capital Investments Limited, who are authorised and regulated by the FCA, FRN 747132.