

# Edition EIS

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EDITION  
CAPITAL

## Why Edition EIS:

- Edition Capital (Edition) is an established generalist EIS manager with 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 businesses and has raised and deployed over £50m into 33 companies in the last 16 allotments
- Access to a broad spectrum of mainly later stage companies operating in leisure that require scale up capital

## Key fund features:

- Evergreen product with closes on or around 5th October and 5th February at Manager's discretion. A special carry back tranche is also launched at the Manager's discretion in February, please contact us for details
- Target allocation of between 8 to 12 companies (with a minimum of 5)
- 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 4-7 years

# Sector Approach

Edition EIS is a generalist product with particular focus in the leisure sector.

## The Rise of the Leisure Consumer

The UK Leisure sector has dramatically evolved over the last decade. Pre pandemic the sector was worth

£117bn

in revenue and accounted for

7.4% of GDP <sup>1\*</sup>

and is expected to rebound swiftly with great opportunity for those investing into the sector now

- Over the last decade, consumers have been shifting their expenditures from goods to experiences
- The underlying drivers of this shift in consumer spending are a more holistic perspective on what leads to happiness, the growing importance of social media, and an increasing fear of missing out. They are unlikely to dissipate, which suggests that this shift in spending behaviour will remain <sup>2\*</sup>
- The trajectory of this growth in spending on experiences is expected to accelerate post-pandemic, with pent-up demand to socialise and c. £160bn saved across UK households<sup>3\*</sup>
- The Bank of England expect a material recovery in household spending as the vaccination program is rolled out, with GDP projected to recover rapidly towards pre-COVID levels over 2021
- Businesses that have survived the pandemic face less competition, more favourable terms with landlords and are well placed to take advantage of the post-recession recovery
- Early indicators show that consumers, when able to, have begun to act and spend largely as they did in pre-crisis times <sup>4\*</sup>
- Investor sentiment corroborates this optimism, resulting in soaring share prices across the leisure sector; both Live Nation Entertainment and SSP Group, the airport restaurateur, saw their share prices rise by 22% and 17% respectively following news of vaccination development and Government plans to ease lockdowns

1\* - Source: Deloitte: Passion for Leisure Report (2016)

2\* - Source: McKinsey & Company (Dec 2017)

3\* - Source: Financial Times (March 2021)

4\* - Source: McKinsey & Company (January 2021)

Key features of any business Edition EIS invests in:

- Proven business model, with potential to roll out and generate high levels of growth
- Focus on later stage businesses which are profitable and are looking to scale up
- Strong management teams with excellent track records to execute strategy
- Flexible business plans and able to take advantage of changes in consumer demand



- **Hospitality**
- **Live Entertainment & Events**
- **Fitness & Well-Being**
- **Content & IP**



Sector: Competitive Socialising

**Whistle Punks** is a collection of axe-throwing sport and entertainment venues. After noting the success of the axe-throwing concept in the US and Canada, the Whistle Punks team launched their own version across the UK in 2016.



Sector: Hospitality

**Social Pantry** is one of London's top events and contract catering companies with a focus on social impact and ethical employment.



Sector: Competitive Socialising

**Little Lion Entertainment** is the company behind The Crystal Maze Live, the sell-out live version of the popular 90's TV show. The company operates venues in both London and Manchester.



Sector: Hospitality

**Watch House** is a group of award winning coffee bars based across London serving exclusive roasted blends and locally sourced, homemade foods.



Sector: Lifestyle

**The Wine Show** is a TV format and lifestyle brand. Having produced and delivered two series of the TV show to date, which have aired in 19 territories.



Sector: Lifestyle

**Borrow A Boat** is the 'AirBnB' for boats. The platform allows you to hire boats from boat-owners across the globe as part of the sharing economy that's transforming consumption.

Edition EIS has raised and deployed over **£50m into 33 companies** in the last 16 allotments



Sector: Live Entertainment

**Mainstage Festivals** is an operator of international festivals and associated travel. The group operate five festivals across Europe, all of which encompass a week-long experience.



Sector: Hospitality

**Little Door & Co** operate restaurant-bars across London themed on a 'house share' bespoke to the surrounding area. The group intend to open 3 more UK venues before considering international expansion.



Sector: Hospitality

**Incipio Group** create dynamic consumer venues focused around food and drink. Their current venues include The Prince, Pergola Olympia, Pergola Paddington, W12 Studios, Lost in Brixton and Bloom.



Sector: Hospitality

**Morty & Bob's** is a chain of day to night cafes across London with sites in Hackney, the King's Cross Coal Drops Yard development and Westfield London's 2019 food court redevelopment.



Sector: Live Entertainment

**Add To Event** is an online platform that helps event organisers find service providers. Add To Event has supplied services to over 300,000 events, promotes in excess of 15,000 active suppliers and is the largest event-specific platform of its kind in the UK.



Sector: Lifestyle

**Hotpod Yoga** is Europe's largest yoga business, with 6 owned London studios and 50+ franchises across Europe and South Africa servicing a customer base of 80,000. An increasingly prominent brand in health and fitness, Hotpod delivers hot yoga classes in patented, immersive pods.

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 £400m including over £175m 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 radio, 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 fee).

\*Important Notice: Past performance is not necessarily an indicator of future results.



Source: Impresario Festivals plc

Key Fund Details	<b>Minimum subscription:</b>	£10,000 for advised clients and £25,000 for non-advised clients. There is no maximum subscription
	<b>Closing dates:</b>	Evergreen with closes: 5th October and 5th February at Manager's discretion
	<b>Diversification:</b>	Funds will be invested into 8-12 companies, with a minimum of 5 companies
	<b>Liquidity:</b>	Investors will receive distributions from the proceeds of successful realisations as they are made
	<b>Tax advantages:</b>	If you are eligible you may be able to benefit from tax advantages provided by EIS
	<b>EIS3 certificates:</b>	Typically issued for each investment within 6 - 9 months depending on HMRC turnaround
	<b>Target holding period:</b>	The targeted exit timeframe is 4-7 years

Please read the Information Memorandum for the Fund carefully, specifically the Risk Factors set out on page 19, 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:

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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 Financial Conduct Authority, FRN 747132.