

## ENTERPRISE FUND

### Haatch

- Founded in 2013 by Scott Weavers-Wright and Fred Soneya
- Haatch EIS Fund launched in 2018
- Haatch SEIS Fund launched in 2021
- Experienced investment team who have successfully built, scaled and sold businesses
- Smart money, hands-on approach to investing and supporting digital companies

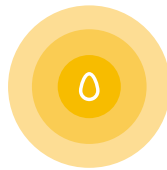
### Haatch Enterprise Fund

- Portfolio of 4-6 transformative digital investments per tranche, deployed within 12 months
- Minimum investment £10,000
- Target return of 10x
- Expected holding period of 5-7 years
- Focused on companies that have the ability to transform established markets through digital innovation

### Haatch by Numbers



The portfolio is valued in excess of  
**£400 million**



**10x**  
Target return



**65**  
investments  
(45 companies)

### Investment Examples



#### Buymie

Buymie has created a mobile marketplace allowing consumers to connect with a personal shopper who uses his or her own smartphone and car to pick and deliver groceries in as little as one hour, in return for a delivery fee, margin and for partner retailers (Lidl, Co-Op etc) a revenue share.

The same-day delivery service is now available to 200,000 households across Bristol and surrounding areas in the UK in addition to Dublin and Cork, with 1 in 10 households in Dublin having purchased from Buymie.

#### POPLAR

##### Poplar

Launched by former Netflix and Google execs, Poplar is a platform empowering the world to easily create Augmented Reality (AR) experiences. AR is the next frontier for content. In 2020, Poplar acquired Svrfl, Inc.

The acquisition enables Poplar to provide the best-in-class AR campaigns to all its clients, across beauty (L'Oreal), retail (Speedo), Entertainment (NBC Universal) and FMCG (Nestle), all by utilising Svrfl's innovative technologies.

#### elevaa+e

##### Elevaate - Exit

Elevaate increases online monetisation programs by enhancing relationships between suppliers and retailers. The company's technology platform powers global supplier sponsorship programmes from Morrisons, Iceland and Office Depot and more.

Elevaate was acquired by Quotient Technology Inc. based in California in October 2018, four years after investment from Haatch, and smashed the return target providing a ROI of 276x.

## Fees

Fee Type	Payment Date	Amount
Set-Up & Management Fee	On Subscription	10%
Performance Fee	On each Portfolio Company exit	25% on returns under 5x 30% on returns equal to or over 5x
Adviser Fee (if applicable)	On Subscription	As agreed between investor and adviser

## Benefits of EIS

Under current legislation the tax benefits of EIS are:

✓  
Income tax  
relief of 30%

✓  
No capital gains  
tax on gains

✓  
Loss relief  
up to 45%

✓  
Capital gains tax  
deferral relief

✓  
100%  
IHT relief

Please visit the HMRC website for further information on EIS tax relief.

## Contact us to request more information:

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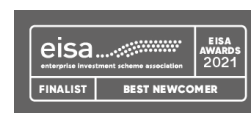
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## Awards



## Risks of investing

**Important Notice:** This document constitutes a financial promotion relating to the Haatch Ventures Enterprise Investment Fund ("the Fund") and is both issued and approved by Haatch Ventures LLP. Recipients of this document are reminded that investment may only be made on the basis of information contained in the Information Memorandum relating to the Fund and therefore the document should be read in conjunction with the Information Memorandum. Investing in early-stage companies involves risks including loss of capital, illiquidity, lack of dividends and dilution. Past performance is not a predictor of future performance. The availability of tax relief depends on individual investors personal circumstances and may be subject to change in the future. If you are in doubt about eligibility for tax reliefs or the tax treatment of your investment, you should seek independent tax advice. The Fund is targeted at investors who are sufficiently experienced to understand the risks associated with this investment. Please read our full Risk Warnings prior to investing.

The Haatch Ventures Enterprise Investment Fund is managed by Haatch Ventures LLP, authorised and regulated by the Financial Conduct Authority under FRN 916959, registered in England with company number OC421829.