



EDITION CAPITAL

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# Edition: Who are we?

Edition Capital is an investment and advisory firm that specialises in the leisure sector and is uniquely placed to help ambitious entrepreneurs create the leading leisure businesses of tomorrow, while delivering meaningful returns to investors.

**£117bn**

UK leisure sector  
current worth

**£400m**

Team has  
invested and  
advised on

**20**

Investments into  
EIS qualifying  
businesses  
since 2017

**£132m**

Current investee  
company  
portfolio value

The Edition EIS is a discretionary portfolio management service managed by Edition Capital, that gives access to a broad spectrum of mainly later stage companies that require scale up capital. The Edition team has a track record of achieving significant upside for previous EIS investors.

**K A L A**

# Edition EIS: Key Features

**Strategy:** Access to later stage leisure businesses requiring expansion capital

**Minimum Investment:** £10,000 for advised clients and £25,000 for non-advised clients

**Target Return:** £2 tax free return per £1 invested

**Investment Horizon:** 4 - 7 years

**Diversification:** Target allocation of between 4 - 8 companies (with a minimum of 4)

**HMRC Advanced Assurance:** Received before deployment into companies

**Independent Reviews:** Allenbridge, Tax Efficient Review, MICAP

**Close Dates:** Evergreen fund with quarterly closes on or around 5th April, 5th July, 5th October and 5th January

# Charges

Upfront and ongoing fees paid by investee companies after shares are allotted. Therefore EIS tax reliefs can be claimed on 100% of subscription amount. Please see the Information Memorandum for full details.

- **Upfront Fee:** 2.5% for advised retail clients (5.5% for non-advised clients, with up to 3% payable as commission to introducing financial intermediaries)
- **Annual Management Fee:** 2% of the total initial investment for the first 5 years, 1% thereafter
- **Performance Incentive Fee:** The Manager will be entitled to 20% of all Fund proceeds in excess of £1.20 per £1 invested
- **Custodian Fee:** 0.15% per annum

A large crowd of people is gathered in a dark, industrial-style venue, likely a festival or concert. The scene is illuminated by bright stage lights, creating a vibrant atmosphere. The ceiling features a complex structure of metal beams and lighting rigs. Colorful bunting is strung across the space, and a large, illuminated logo is visible on a structure in the background. The overall mood is energetic and festive.

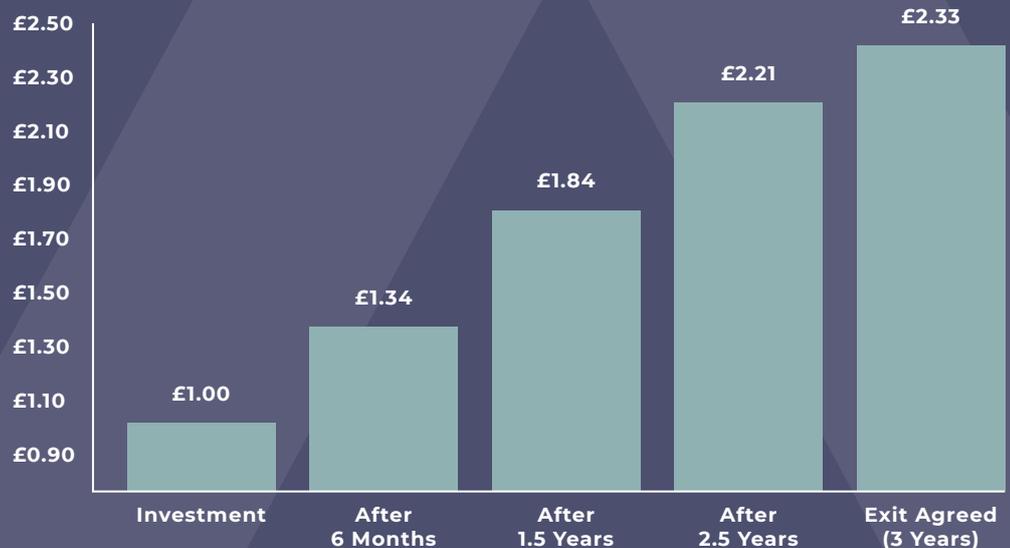
Edition has managed and advised on investments **exceeding £400m, including over £175m** of EIS and VCT investments

# Case Study: Impresario Festivals plc

The Edition 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).

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



Source: Impresario Festivals plc





“The idea of chartering a boat is, for many, seen as an exclusive pastime of the glamorous and wealthy, a pursuit that largely eludes the majority. A new travel company entitled Borrow a Boat seeks to bring yachting to the masses, where affordability and accessibility are key” **Harpers Bazaar**

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## PERGOLA

“Attracting a seriously cool crowd, who are already flocking there to discover its incredible food court and drinking destination” **Sheerluxe**

“London’s Pergolas are practically restaurant royalty these days” **The Nudge**

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## SNOWBOXX

“Snowboxx brings together a veritable snowstorm of impressive acts, all-night dancing and festival fun in a picture postcard resort that just happens to offer some of the best skiing in Europe” **Evening Standard**



## THE CRYSTAL MAZE LIVE EXPERIENCE

“It’s a-maze-ing! There’s no place like dome!” **Time Out London**

“Crystal Maze a clear winner”  
**Daily Star on Sunday**



“House parties will never be the same again” **Tatler, Voted “Best bar in London, 2018”**

“It’s a weekly social event that turns strangers into friends, and friends into family, because you’ll be hanging out with them all day”  
**The Handbook**

“It all started with the best-grilled cheese ever. East London’s hot sandwich maestros bring all-day dining, a bar, weekend brunches and, of course, grilled cheese to a new open plan space just off Canary Square”  
**Coal Drops Yard**

“A trendy brunch and lunch spot specialising in grilled cheese sarnies” **Time Out London**



## KALA

“After a week in paradise that the DJ Brian Not Brian described as “life-affirming”, it’s safe to say that the festival blew us all away, too”  
**Resident Advisor**

“Kala festival, Albania: party time in what feels like a paradise” **The Guardian**



“For a street party with a difference...settle in to the (totally heated) enchanted garden on what is now West London’s coolest street”  
**Conde Nast Traveller**



“You might walk out red-faced, but you feel totally rejuvenated” **Evening Standard**

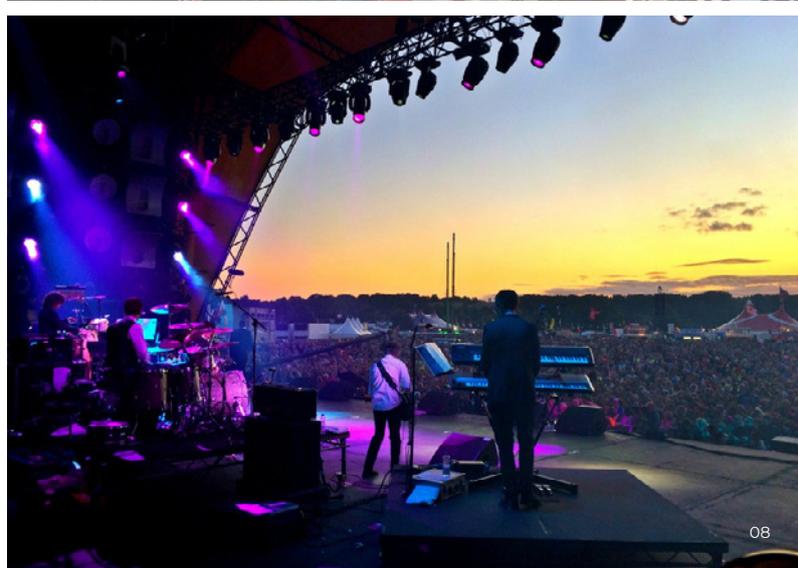


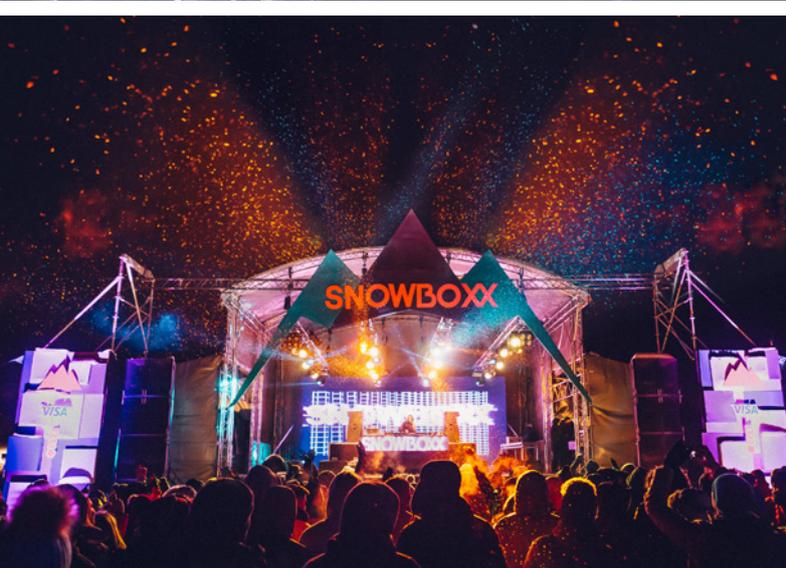
## COOL BRITANNIA

£1.75m Investment / November 2017

Halcyon Festivals is a festival promoter set up by the team behind Impresario Festivals plc and Rewind 80's Festival to identify, develop and promote the next generation of music festival brands.

The first festival, Cool Britannia, will be a celebration of 90s music, lifestyle and culture and will be held at Knebworth Park in September.





**mainstagefestivals** £1.05m Investment / April 2017

Mainstage Festivals is a London-based operator of international festivals and associated travel. Their marquee brand, Snowboxx, is one of Europe's largest and best-known ski festivals, and early stage plans are under way for a second iteration to be held in New Zealand.

The second and third brands in the group, Kala and Explorations, are week-long beach and music festivals held on the Ionian Riviera.



**incipio**

£4.85m Investment / November 2017

Incipio Group create dynamic consumer venues focused around food and drink. Once a site is transformed in their trademark style, Incipio recruit London's hottest restaurateurs to provide the food offering, allowing their sites to evolve with customer trends, whilst developing the drinks offering in-house.

Their current venues include Pergola Olympia, Pergola Paddington, The Prince and W12 Studios.





£3.15m Investment / April 2018

Little Lion Entertainment is the company behind The Crystal Maze Live, the sell-out live version of the popular 90's TV show. The original London venue opened in 2016 and was met with critical acclaim, resulting in an expansion of the brand to include a central Manchester location.

In March 2019, the company launched a new flagship location for The Crystal Maze Live. The business also focuses on developing experience-led attractions with new IP partners.



£530k Investment / April 2019

Borrow A Boat is the 'Airbnb' for boats. The platform allows you to hire boats (from rowing boats to Superyachts) from boat-owners across the globe as part of the sharing economy that's transforming consumption. The platform currently boasts 20,000 boats across 70+ countries, with a quarterly growth rate of 300%.





£2.1m Investment / April 2017

Hotpod Yoga is Europe's largest yoga business, with six 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.

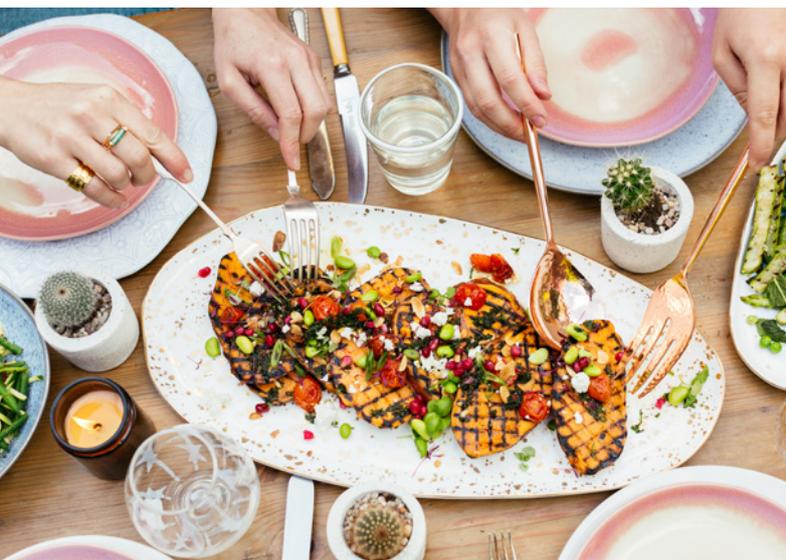
The company saw a 55% increase in revenues year-on-year, primarily due to growth of 122% in franchise sign-ons, and the company is profit-generating. Senior management are now assessing overseas opportunities to drive international franchises.



£650k Investment / April 2019

Morty & Bob's is a brand of day to night cafes across London. Formed in 2013 as a street food stall appearing at festivals and food markets across the UK, the business matured to pop-up sites in Soho and West London before settling on permanent sites in Hackney, the King's Cross Coal Drops Yard development and Westfield London's 2019 food court redevelopment.





**SOCIAL  
PANTRY**

£1.1m Investment / April 2019

Social Pantry is one of London's top events and contract catering companies with a focus on social impact and ethical employment. The company provides specialist catering for a spectrum of events (including fashion shows, corporate parties and weddings) and operates five permanent sites across London, including Social Pantry Café, Soanes Kitchen at the Pitzhanger Manor and the Cranes Kitchen at the South London Gallery.



# EDITION CAPITAL

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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