



Fair Value Ascension Ventures

Ascension SEIS

Product:

**Ascension SEIS Fund is a Seed Enterprise Investment Scheme (SEIS)
Fund**

**The Product is an unauthorised Alternative Investment Fund (“AIF”)
and consists of a collection of parallel discretionary managed
portfolios.**



**Seed VC of the
year**



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Description	Ascension Answers
Purpose of the fair value assessment	Assessing the value of Ascension SEIS Fund for retail customers
Overview of the product(s) under assessment	<p>Ascension's first SEIS Fund began investing in 2015, creating a portfolio of at around 10-12 companies for each investor over a twelve month period.</p> <p>The Fund focuses on the early seed stage, which can offer more attractive returns than Series A, due to lower entry valuations</p> <p>The Fund provides opportunity for retail investors to invest in an SEIS Fund that co-invests alongside institutional VCs & high-profile angel investors, but with the benefits of SEIS tax reliefs</p> <p>Invest in a Fund that is run by an experienced and diverse team of successful entrepreneurs and investment professionals, who have been operating (and investing) in the UK's tech ecosystem, via SEIS, for 9+ years</p> <p>The Manager was Seed VC of the Year 2022, as awarded by UKBAA</p>
Product name and type	Ascension SEIS Fund



<p>Target market and retail customers</p>	<p>Retail customers seeking long-term investments while also seeking tax advantages, Professional Clients</p> <p>Retail clients who are:</p> <ul style="list-style-type: none">● certified high net worth investors● certified sophisticated investors● self-certified sophisticated● investors/certified restricted investors● investors who have been advised by● qualified investment advisors <p>plus</p> <p>investors who understand the risk of investing in early stage, unquoted companies</p> <p>limited investment knowledge, risk aversion</p> <p>product can be attractive to individuals later in life by putting disposable income/assets to work tax efficiently and age-related health vulnerabilities may exist</p> <p>distributors should consider due to illiquid nature of product</p>
<p>Potential vulnerabilities of retail customers in the target market</p>	<p>Retail clients who are:</p> <p>limited investment knowledge, risk aversion</p> <p>product can be attractive to individuals later in life by putting disposable income/assets to work tax efficiently and age-related health vulnerabilities may exist</p> <p>distributors should consider due to illiquid nature of product</p> <hr/> <p>Clients who should not invest:</p> <p>investors without sufficient knowledge and experience</p> <p>investors who need quick access to capital</p> <p>investors seeking capital preservation without risking losses</p> <p>investors with low risk tolerance</p>



Nature of the product, including expected benefits and quality	<ul style="list-style-type: none">● the product provides access to early-stage tech companies in the following areas: FinTech,● eCommerce, Sustainability, New Work, Next● Gen Media, Health, and DeepTech● utilises Ascension platform advantages● benefits from preferential tax treatment● Manager believes tax benefits outweigh costs● established track record
Any limitations of the product Non-financial benefits, such as enhanced customer service	<ul style="list-style-type: none">● investors must be able to bear the total loss of their investment (if it were to be loss making), and● should be prepared to hold for a minimum holding period of 3 years for the purposes of accessing● SEIS tax benefits● Illiquid, long-term investment horizon● target holding period is 3-10 years, investors must accept that this timeframe and exit timelines will vary● product restrictions (e.g. minimum holding periods)● opportunity cost of holding Product● risks to total invested capital associated with Product● dedicated customer support● quarterly valuation updates● investor events● opportunities to mentor● biannual portfolio company updates● co-investment opportunities
Minimum investment amount	£25,000 minimum investment
Upfront investor fees	5% of the subscription amount
Upfront investee fees	Up to 5% of the investment amount
Regular charges or fees over the lifetime of the product	1% for the first 5 years, From year 6 onwards, a reducing management fee is charged pro rata to the invested capital that is still under management. This fee is 1% p.a. of the cost price of Investments, including any deferred proceeds, remaining in the Investor's portfolio at the beginning of each annual period, subject to a minimum of 0.5% p.a. of the Investor's Net



	Subscription to the Fund, capped at year 10 years total. (only payable upon any distribution made to the investor).
Contingent fees or charges	Performance fees:
	25% of returns above £1.10 per £1 of subscriptions
	10% of returns above £1 per £1 for co-investments and follow-on investments
	0.25% Custodian fee on distributions
Non-financial costs the retail customer is asked or required to provide	None
Costs incurred by the firm in manufacturing or distributing the product Market rate and charges for a comparable product Products with significantly lower pricing for similar or better benefits	Research, deal sourcing, fund management, administrative costs, custody and administrator fees 1% for the first 5 years, From year 6 onwards, a reducing management fee is charged pro rata to the invested capital that is still under management. This fee is 1% p.a. of the cost price of Investments, including any deferred proceeds, remaining in the Investor's portfolio at the beginning of each annual period, subject to a minimum of 0.5% p.a. of the Investor's Net Subscription to the Fund, capped at year 10 years total. No similar product found with significantly lower fees
Summary of the assessment findings	The Manager believes that the Ascension SEIS Fund offers fair value for investors, based on benchmarked costs and performance fee hurdle.
Evaluation of whether the product provides fair value to retail customers in the target market	Yes
Proposed schedule for regular review of the value assessment	Annually
Circumstances that may trigger an earlier review	Significant market changes, regulatory updates, change in tax legislation