December 2024

Fair Value
Ascension Ventures

Ascension Knowledge Intensive ("KI") EIS Fund 2025

Product

Ascension Knowledge Intensive ("KI") EIS Fund 2025 is an enterprise investment scheme ("EIS") fund.

The Product is an unauthorised Alternative Investment Fund ("AIF") and consists of a collection of parallel discretionary managed portfolios. This product places capital at risk, and an investor could lose the entirety of the invested amount.

UKBAA ANGEL INVESTMENT AWARDS 2022 WINNER

Seed VC of the year

dealroom.co

One of the most active impact VCs in Europe

Beauhurst

The UK's most active Impact VC

Description	Ascension Answers
Purpose of the fair value assessment	Assessing the value of Ascension KI EIS Fund for retail customers
Overview of the product(s) under assessment	The Fund began investing in 2017, creating a portfolio of at least 8 EIS qualifying businesses for each investor over a twelve month period. It operates as an Evergreen structure The Fund focuses on the late seed stage, which can offer more attractive returns than Series A, due to lower entry valuations The Fund provides opportunity for retail investors to invest in an EIS Fund that co-invests alongside institutional VCs & high-profile angel investors, but with the benefits of EIS tax reliefs 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 (S)EIS, for 9+ years The Manager was Seed VC of the Year 2022, as awarded by UKBAA
Product name and type	Ascension EIS Fund
Target market and retail customers	Retail customers seeking long-term investments while also seeking tax advantages, Professional Clients
	Retail clients who are: • certified high net worth investors • certified sophisticated investors • self-certified sophisticated • investors/certified restricted investors • investors who have been advised by • qualified investment advisors • investors who understand the risk of investing in early stage, unquoted companies • limited investment knowledge, risk aversion • 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 • distributors should consider due to illiquid nature of product
Potential vulnerabilities of retail customers in the target market	Clients with: limited investment knowledge, risk aversion • 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 • distributors should consider due to illiquid nature of product Clients who should not invest: • investors without sufficient knowledge and • experience • investors who need quick access to capital • investors seeking capital preservation without • risking losses • investors with low risk tolerance
Nature of the product, including expected benefits and quality	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	• 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 EIS tax • benefits • Illiquid, long-term investment horizon • target holding period is 5-7 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.
Contingent fees or charges	Performance fees:
	20% of returns above £1.30 per £1 of subscriptions
	30% of returns above £2.30 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	Research, deal sourcing, fund management, administrative costs, custody and administrator fees
Market rate and charges for a comparable product Products with significantly lower pricing for similar or better benefits	3% upfront, 2% annual management fee (comparable funds) No similar product found with significantly lower fees (measured by use of externally benchmarked fee comparison data - Tax Efficient Review)
Summary of the assessment findings	The Manager believes that the Ascension EIS Fund offers fair value for investors, based on benchmarked costs, performance fee hurdle and a 10 year management fee cap
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