

Ascension

ASCENSION SEIS FUND 2026

Consumer Duty & Fair Value Assessment

The UK Seed Fund

— ascension.vc



Ascension EIS
Score



Top 50 Best
Performing
Investors



Top 50 UK
Venture Investors



Top 10 most active
London VCs over
past decade



Seed VC of the
year



One of the most active
impact VCs in Europe



UKs most active
impact investor

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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. This product places capital at risk, and an investor could lose the entirety of the invested amount.

Purpose of the fair value assessment

Assessing the value of the Ascension SEIS Fund for retail customers.

Overview of the product under assessment

The Fund began investing in 2015, creating a portfolio of approximately 10-12 SEIS qualifying businesses for each investor over a twelve-month period. It operates on a rolling-close basis.

The Fund focuses on the early-seed stage, which can offer attractive returns due to lower entry valuations. It provides an opportunity for retail investors to invest in an SEIS Fund that co-invests alongside institutional VCs and high-profile angel investors, but with the benefits of SEIS tax reliefs.

The Fund 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. The Manager was named Seed VC of the Year 2022 by the UKBAA.

Product name and type

Ascension SEIS Fund



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Target market and retail customers

The Fund is for retail customers seeking long-term investments while also seeking tax advantages, and for Professional Clients.

The target market includes retail clients who are:

- Certified high net worth investors.
- Certified sophisticated investors.
- Self-certified sophisticated investors or certified restricted investors.
- Investors who have been advised by qualified investment advisors.
- Investors who understand the risk of investing in early-stage, unquoted companies.

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 a low risk tolerance.

Potential vulnerabilities of retail customers in the target market

- Clients may have limited investment knowledge or be risk-averse.
- The product can be attractive to individuals later in life, and age-related health vulnerabilities may exist.
- Distributors should consider the illiquid nature of the product when assessing suitability.

Nature of the product, including expected benefits and quality

The product provides access to early-stage tech companies in sectors including DeepTech & Applied AI, Commerce, New Work, Fintech, and Health. It utilises Ascension's platform advantages, benefits from preferential tax treatment, and is managed by a team with an established track record. The Manager believes the tax benefits outweigh the costs.

Limitations of the product

- Investors must be able to bear the total loss of their investment.
- A minimum holding period of 3 years is required to access S/EIS tax benefits.
- This is an illiquid, long-term investment with a target holding period of 3-10 years; investors must accept that exit timelines will vary.



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Non-financial benefits

- Dedicated customer support.
- Quarterly valuation updates.
- Biannual portfolio company updates.
- Investor events and co-investment opportunities.

Fees and Charges

- **Minimum investment amount:** £25,000.
- **Upfront investor fees:** 5% of the subscription amount.
- **Upfront investee fees:** Up to 5% of the investment amount.
- **Regular charges:** A deferred annual management fee of 1% p.a. is charged for the first 5 years. From year 6 to year 10, a reducing fee is charged on the capital still under management, subject to a minimum.
- **Contingent fees:**
- **Performance Fee:** 25% of any returns above £1.10 per £1.00 invested (per company)
- **Follow-on Fee:** A separate 10% performance fee on profits from specific follow-on investments.
- **Transaction Fee:** 0.25% custodian fee on distributions.

Fair Value Assessment

- **Evaluation:** Yes. The Manager believes that the Ascension SEIS Fund offers fair value for investors, based on benchmarked costs, performance fee hurdle, and a 10-year management fee cap.
- **Review Schedule:** The value assessment will be reviewed annually.
- **Triggers for Earlier Review:** Significant market changes, regulatory updates, or changes in tax legislation may trigger an earlier review.

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