



**PUMA  
CAPITAL  
GROUP**

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INTRODUCTION



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We invest in relationships to amplify the success of the people, businesses and projects we support. It's a considered and human approach, designed to enable our investors, partners and society to prosper.

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INTRODUCTION



**David Kaye**  
CEO and founder, Puma Capital Group

# Simply put, we exist to enable our investors, our people, our partners and society to prosper.

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From inception, we have always taken our fiduciary responsibilities very seriously. It's what keeps us awake at night and focused throughout the day. We don't make wild speculations, assumptions or second guesses. We don't try to back every project or any business. We are considered in all aspects of what we do.

Our strategy has always been to combine our investment in deep relationships with a truly rigorous and human approach – amplifying the successes of those we partner with to create positive outcomes for our investors and for society.

Such a commitment to investing in relationships is present in everything we do across Puma Capital Group:

**...in Puma Investments**, we seek to amplify the success of wealth advisers we partner with by creating investment products that enable individual investors to achieve their long-term financial planning goals,

**...in Puma Property Finance**, we support professional developers and property investors in their ambition to deliver high-quality assets across the UK.

**...in Puma Private Equity**, we partner with talented entrepreneurs as they look to scale their businesses.

**...in Puma Public Markets**, we seek out high-quality public companies that meet the requirements of our investor mandates.

We believe that long-term growth shouldn't be compromised for short-term profit. Our first ten years have been an amazing journey, but we are only just getting started. We're planning our future decades, not just the coming days, weeks and months.

And we are clear where we excel – we are more than just managers of money, we are partners.

We recruit talented and dynamic individuals who can elevate and help build our partners' projects and businesses, and deliver on their ideas. Individuals who stand side by side with those they support, particularly when things don't always go to plan.

We constantly encourage our people to go above and beyond, and provide a positive environment for them to be challenged, stimulated and to grow.

It's our people who are the beating heart of our organisation.

At Puma Capital Group, we consistently apply our human approach with analytical rigour, to create more optimum outcomes. It is this duality of approach that is reflected in the Phi symbol of our logo: the golden number; a ratio not only used in precise mathematical calculations, but with a human side being used in art, in architecture and in nature.

**We believe it's what truly sets us apart.**



**Investing in relationships,  
investing in rigour,  
investing in ambition.**



**Leadership Team** (clockwise from left) – Amy Coburn, Andy Burt, Dr Stuart Rollason, Tarinee Pandey, Meg Dickens, Brendan Byrne, Tej Shah, Rupert West, Eliot Kaye, Rachel Stansfield, David Kaye, Paul Frost

## Our origins

Puma Capital Group grew out of the Shore Capital Group – a privately held, independent investment group that specialises in equity capital market activities, alternative asset management and principal finance. With close to 40 years of heritage behind it, the Shore Capital Group is highly regarded across its specialist markets in which it operates and we are proud to have this legacy.

In 2012, Puma was established as an independent company. It was initially created to build upon a series of Venture Capital Trusts (VCTs), known as the Puma VCTs, which had been successfully designed and managed for a number of years by Shore Capital.

## Puma Capital Group

Today, Puma Capital Group remains part of the Shore Capital Group – and is able to draw upon its wide resources and networks across the UK and internationally. However we are an operationally independent entity. This means we can combine the professionalism, rigour and stability of an established institution, with the autonomy, agility and drive of a business with big ambitions for the future. Over the last ten years we have grown in breadth and scale of offering. Today, we're an established and dynamic group of companies, managing £900 million in assets, and have arranged over £1 billion of development funding. With a firm focus on scaling ambitious, exciting businesses, whilst also delivering long-term sustainable growth for investors and partners.



### PUMA INVESTMENTS

Provides a range of alternative investments to retail investors, intermediaries and wealth managers.

[pumainvestments.co.uk](http://pumainvestments.co.uk)



### PUMA PRIVATE EQUITY

Provides scale-up capital to growing British businesses.

[pumaprivateequity.co.uk](http://pumaprivateequity.co.uk)



### PUMA PROPERTY FINANCE

Provides first charge lending to developers and professional property investors.

[pumapropertyfinance.co.uk](http://pumapropertyfinance.co.uk)



### PUMA PUBLIC MARKETS

Manages capital in the public markets for our investors.

[pumapublicmarkets.co.uk](http://pumapublicmarkets.co.uk)





**Puma Property Finance Executive Committee** (left to right) –  
Tom Walsh, Kevin Davidson, Isabela Castro, Paul Frost, Elliot Kaye, Tarinee Pandey

Puma Property Finance has lent more than £1 billion in first charge loans to professional developers and property investors in multiple asset classes across the UK.



## PUMA PROPERTY FINANCE

Puma Property Finance provides first charge loans of between £10 million and £50 million to professional developers and property investors looking for funding for a range of residential and commercial projects.

Our strong track record has enabled us to raise £500 million of institutional funding from two large investors, in addition to funds from our retail investors.



Team celebrating the £1 billion lending milestone in 2022.



Puma Investments offers both VCT and EIS solutions, as well as a range of inheritance tax services designed to help investors and wealth managers achieve long-term financial planning objectives, including our Heritage Estate Planning Service, our AIM Inheritance Tax Service and our AIM ISA Inheritance Tax Service.

With more than 7,000 private clients, and relationships with financial advisers and wealth managers across the UK, we aim to keep developing new propositions that offer our audiences high-quality and compelling wealth management investment solutions.

This includes:

- Puma Alpha VCT and Puma VCT 13
- Puma Alpha EIS
- Puma AIM Estate Planning Service and Puma AIM ISA Estate Planning Service
- Puma Heritage Estate Planning Service

We have an established large team of Business Development Managers, Investor Services and Operations professionals working with financial advisers, wealth managers and investors across the UK.



**Puma Investments Business Development Team Leaders** (left to right) –  
Andy Burt, Karen Sullivan, Jack Salisbury

Having established itself managing VCTs, Puma Investments has expanded over the last ten years to offer a range of investment products that are designed to help individual investors achieve their long-term financial planning goals.



**Dr Stuart Rollason**  
Investment Director, Puma Public Markets



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**Puma Public Markets,  
highly experienced small  
and mid-cap fund managers,  
with more than two decades  
of industry experience.**

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The team seeks to invest in quality companies listed on the Alternative Investment Market (AIM) with strong margins, good returns and a consistent track record of cash generation.

Our approach is to select companies on strict valuation criteria, with a focus on defensive growth. It is one that is research-driven with detailed financial analysis.

The business seeks to offer portfolios within Puma Investments' products of approximately 35 companies, with market capitalisations in excess of £50 million.





**Puma Private Equity Investment Team** (left to right) –  
Harriet Rosethorn, Henri Songeur, Jonathan Wyles, Rupert West,  
Ben Leslie, Kelvin Reader, Ryan Goodbrand

The team at Puma Private Equity,  
led by Rupert West, has decades  
of experience in the investment and  
asset management fields.



Puma Private Equity was created to help bold and ambitious businesses transform and grow at pace. The highly experienced team, led by Managing Director, Rupert West, has decades of commercial and investment experience that is applied to amplify the skills and passion of those they partner with. And in doing so, seek to generate positive outcomes for all.

The team specialises in helping established businesses scale, and typically invests between £2 and £10 million so that bigger leaps can be made, quicker. However Puma Private Equity seeks to offer more than just funding. The business is built on developing a true partnership with portfolio companies, and it works hard to help drive real value creation.

# What's important to us

We believe that we have a role to play in broader society – one that ensures our people, and the businesses and partners we work with, all prosper from their relationship with us.

We are a values-led business, and believe that intentional, authentic efforts to support our people, our clients and society in general are more important than any short-term gains.

This culture is critical to our success as a business, as we care deeply about who we work with and the resulting outcomes.

## Our values

As a values-led business, we aim to be intentional and brave about how we connect our values to our culture, behaviours and wider decision-making.

Our values were co-created by our staff, and as a result are internalised by us and integral to all aspects of our daily working lives – they are core to how we work with each other internally and how we aim to work with our external clients and partners.

We are unapologetic about upholding our wonderful culture, and are proud of who we are as a team. We believe it is what sets us apart and is a critical part of our success.

Our culture, values and related behaviours can be seen and felt on walking through our doors. Whether this is by experiencing some of the initiatives led by our Values Committee (made up of representatives from across the business), or when we celebrate our 'Values Champions' at our company town halls. At Puma we know that our values and strong culture are what set us apart.

**“I don't believe there are good and bad cultures per se. I believe that it's all about the right fit, and we want individuals to come to us, because it's the right fit for them and the right fit for us.”**

Tarinee Pandey, Chief People Officer



### Value creation

Delivering outstanding results for our internal and external partners.



### Collaboration

Working together towards the same goal, sharing knowledge and expertise.



### Aspiration

Striving for excellence in everything we do.



### Respect

Fostering an environment where everyone behaves with respect and integrity.

# Our people



Our people are our greatest strength, and we have worked hard as the business has grown, to ensure we maintain a strong sense of identity and clarity of culture that have for so many years now shaped who we are and what we have achieved.

At Puma, we have managed to maintain a good balance between recruiting technically talented individuals who create value and problem solve, with individuals who are kind spirited. We actively seek those who are creative, original, open minded and curious, but who can also demonstrate integrity, empathy, generosity and courage. Finding such individuals isn't always easy, but we believe it is essential to ensure we are successful in the long term.

We focus heavily on retaining an engaged workforce, by supporting our staff to be their best, from both a professional and a personal perspective.

Our business is ten years old. And in those ten years we've been through some challenging times and worked together to face them. Despite our significant growth during this time, we have not lost sight of what is important to us. We have always wanted to build a business and a team that supports each other, our partners and clients in an ethical, collaborative and respectful way (while having some fun doing it).

From training, to wellbeing, as well as our comprehensive benefits, our staff are supported throughout their time with us through our continual investment in them. At Puma Capital Group, we believe in the long-term financial health for all our people, not a select few.



**Ultimately, we are in the business of value creation. Our staff are made up of highly talented individuals who are passionate about what they do. The people at Puma are what set us apart.**

**We work hard at ensuring a diverse and inclusive staff base. Around 50% of our team are female and more than 30% are from under-represented minorities. We aim to ensure a culture of belonging for all.**



Puma Capital Group Summer Party 2022

## What it's like to work at Puma

Our multi-disciplinary team has grown significantly over the last decade, and there are now over 100 of us from a variety of technical backgrounds. From those that joined the business when we first started, to those who have been with us for a few months, here are a few words on what it's like to work at Puma.

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Having joined from another large financial services provider, I've really enjoyed having to wear lots of hats at once and juggle multiple projects. The pace is exciting and you have the opportunity to make a real difference very quickly”

Erica, Head of Intermediary Marketing

“

I left my previous employer because I didn't feel I was getting the progression I needed. Since joining Puma I have been given the opportunity to create a role that's right for me, and I haven't looked back.”

George, Investment Product Manager



“

I've been at Puma now for about two years having joined as a temp, and then as a permanent member of the Marketing team. I've learnt so much since I arrived and I keep learning every day. My team and the wider business really invest in my development and have been nothing but supportive in terms of my career progression.”

Eleanor, Campaign Marketing Manager

“

I have recently returned from maternity leave, and whilst I thoroughly enjoyed my time off, I was pleased to get back to work. Puma couldn't have been more supportive of my needs as a new mother, and I really feel like I have the opportunity to have a career and have a family at the same time. It means a lot to me.”

Ivy, People Manager

At Puma Capital Group, we are committed to a range of environmental, social and governance (ESG) principles that help us to operate and invest responsibly.

Through these principles, we aim to positively impact our internal and external stakeholders and wider communities. As ESG considerations cover a broad scope, we have produced bespoke ESG policies for each of our business areas.

## Our role in society

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The business heads for each area are accountable for implementing these policies within their division, and the relevant decision-makers also incorporate these policies when assessing investment or funding opportunities.



# Our ESG Principles

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We have committed to the following ESG Principles, which underpin our business activities.

Across the five key categories of governance, environment, marketplace, workplace and community, we seek to do the following:

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## GOVERNANCE

- Be honest and transparent, and act with integrity in all our dealings.
- Abide by applicable laws and regulations, and uphold international standards of good practice.
- Embed policies and procedures to manage and monitor our ESG considerations and risks.

## COMMUNITY

- Support and contribute to the wider community through a range of programmes.
- Consider the impact of our investments on local and wider communities.
- Support charitable causes chosen by our employees.

## ENVIRONMENT

Implement and uphold sustainable policies that minimise our environmental footprint.

Protect the environment and use resources responsibly.

## WORKPLACE

Foster a culture and workplace practices that support diversity, equality and inclusion at all levels, ensuring an environment where everyone is treated fairly.

Look after the welfare of our employees through effective health and well-being initiatives.

## MARKETPLACE

Assess the sustainability and supply chains of the companies in which we invest and the suppliers with whom we partner, ensuring synergies between our ESG Principles where possible.

Create offers that are responsibly structured and transparent.

Provide excellent service to our customers and shareholders, and the businesses in which we invest.

Market and communicate our offers responsibly, clearly and in compliance with relevant laws and regulations.

## DRAWING ON EXTERNAL GUIDANCE

**In addition to our ESG Principles, we abide by the Modern Slavery Act.**

Puma Investments is a regulated business and subject to the Financial Conduct Authority's rules and guidance. We will not engage with any person or entity on an internationally recognised 'deny list'. We consider that our ESG Principles should be dynamic and reflect the changing landscape as it evolves. To achieve this, we will continue to review and update our approach wherever needed, both at an overarching Group level and within our business divisions.

# Contact us

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To find out more about  
Puma Capital Group, or any of the  
Puma businesses, please contact us:

**020 7408 4050**  
**[info@pumacapitalgroup.co.uk](mailto:info@pumacapitalgroup.co.uk)**





[PUMACAPITALGROUP.CO.UK](http://PUMACAPITALGROUP.CO.UK)

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