

Puma Heritage Estate Planning Service

Quarterly Report – Q2 2021

Puma Heritage Estate Planning Service (EPS) is an investment solution that aims to provide individual investors with 100% relief from inheritance tax after two years. It invests in private trading companies, including Puma Heritage Ltd, which have a conservative trading strategy focused on secured lending.



CELEBRATING 8 YEARS OF PUMA HERITAGE



Puma Heritage Ltd, a trading company supported by the EPS, has an 8 year track record of delivering stable returns for investors.

Key Features of The Service



Long-term sustainable growth

The companies we invest in target a minimum of 3% growth per annum over the long term for investors.



Flexible access²

Built-in flexibility, so you can apply to top up your investment or set up ad hoc or regular withdrawals, if your circumstances change.



Life protection³

Optional two-year life protection for investors aged up to 90 years and three months. Covering the Business Relief qualifying period, this pays out 40% of the original investment amount on death.



Liquidity

We aim to give clients access to their money within a month of their request. We have never taken longer than a month to date.

¹ The total shareholder return for growth shares was 3.1% in the 12 months to 30 June 2020, and 3.3% in the 12 months to 30 June 2019. The total shareholder return is calculated using the net asset value of Puma Heritage Ltd, and is net of ongoing annual fees payable to Puma Investments. It does not take account of initial and dealing fees associated with investing in the Puma Heritage Estate Planning Service. Please refer to the fees on the final page of this update.

² Access to capital is not guaranteed. Please take note of the Risk Factors, in particular, the section titled Liquidity.

³ Life protection for the Puma Heritage Estate Planning Service is subject to certain conditions. If these conditions are not met in full then Puma Investments will not be paid out by insurers and so no payment will be made to beneficiaries. The maximum payment being £300,000 on an original investment of £750,000.

TOTAL SHAREHOLDER
RETURN FOR GROWTH
SHARES¹

3.5%

in the 12 months to
30 June 2021

£781m

Loans participated
in to date

516

Loans made to date



Note: Past performance is no indication of future results and share prices and their values can go down as well as up

Trading Update

to 30 June 2021

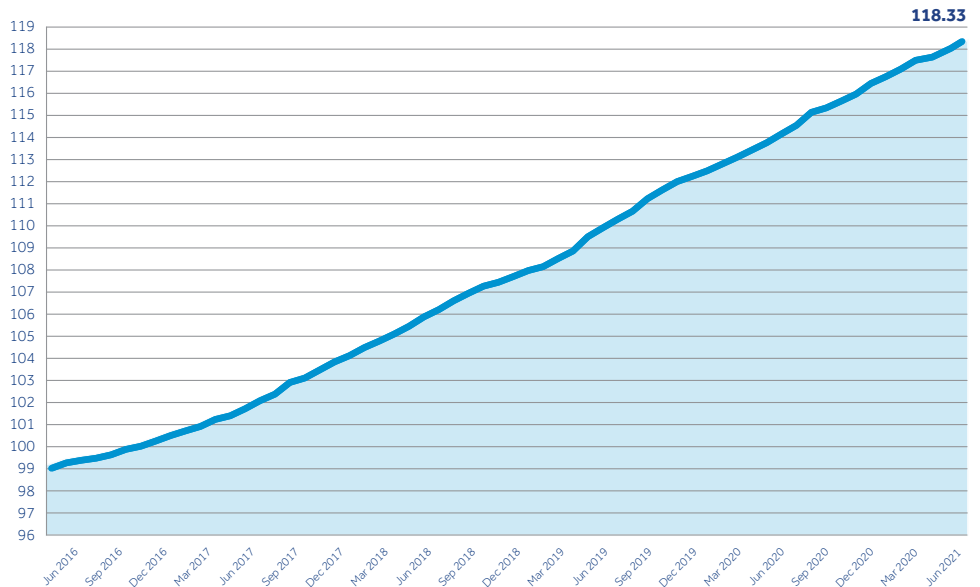
Puma Heritage Ltd 5 year discrete annual performance

| 2017 | 2018 | 2019 | 2020 | 2021 |
|------|------|------|------|------|
| 3.4% | 3.5% | 3.3% | 3.1% | 3.5% |

Puma Heritage Ltd cumulative return

| | |
|---|--------------|
| 1 year (1 July 2020 – 30 June 2021) | 3.5% |
| 3 years (1 July 2018 – 30 June 2021) | 10.2% |
| 5 years (1 July 2016 – 30 June 2021) | 17.9% |

NAV performance for growth shares



The performance data in the tables and graph show Puma Heritage Limited's shareholder return net of ongoing annual fees payable to Puma Investments. They do not take account of initial or dealing fees associated with investing in the Puma Heritage Estate Planning Service. The graph shows the Net Asset Value performance of the growth shares in Puma Heritage Limited on the same basis. Please refer to the fees on the final page of this update.

Sector breakdown of loans % of amount deployed

Supported Living **1.4%**

Care Home **16.1%**

Retirement Living **11.2%**

Hotel **23.6%**

Residential **29.2%**

Industrial **2.2%**

Student Accommodation **16.3%**

Note: Past performance is no indication of future results and share prices and their values can go down as well as up. Figures correct at 30 June 2021 and may be subject to rounding errors.

Source: Puma Heritage Ltd



A HIGHLY DIVERSIFIED
LOAN BOOK BY
COUNTERPARTY, SECTOR
AND GEOGRAPHY



LOANS MADE IN MORE
THAN 55 UK COUNTIES

Current Trading

Continued strong performance during 2021

We are pleased to say that the Service has built upon its resilient 2020 performance with strong performance in 2021. Whilst the situation regarding the Covid-19 pandemic persists and the future remains impossible to predict, we continue to consider that the Puma Heritage Ltd loan book is well positioned to withstand potential disruption and resulting economic impact.

£54m of new loans: In the second quarter of 2021 Puma Heritage Ltd participated in 6 new loans, all with the benefit of first charge security.

5 loans repaid: We are pleased to report that 5 loans were repaid in full during the quarter, bringing loan repayments in 2021 to 10. Despite the challenges posed by the pandemic full repayment of capital has been achieved in every case.

Overall loan book well positioned: The Puma Heritage Ltd loan book has maintained a conservative weighted average loan to value of 62% with all loans benefitting from first charge security, as well as typically additional cover in the form of third-party guarantees. Furthermore, several of the loans benefit from known exits in that the assets have been forward sold to institutions with such sales to complete once the assets have been constructed. We are pleased to report that the loan book continues to be well diversified both geographically and by sector.

Note: Past performance is no indication of future results and share prices and their values can go down as well as up. Figures correct at 30 June 2021, source: Puma Heritage Ltd.

Recent Transaction

Residential scheme in Milton Keynes



Overview of the loan

Puma Heritage participated in a £15 million development facility to convert vacant office space into 112 one and two-bedroom residential units. The six-storey development is due to complete in September 2022, helping to enhance the local area through transforming a disused building.

Key features

High demand

A sought-after residential scheme that will help meet housing demand for first-time buyers and buy-to-let investors. The scheme benefits from having qualified for the "Help to Buy" government scheme to make housing more accessible.

Excellent location

In a central location, close to local amenities and transport links.

Experienced developer

The developer has significant experience in residential and commercial schemes.

Q2 TRADING HIGHLIGHTS

£54m

Total loans participated in¹

5

Number of loans repaid in full¹

62%

Weighted average LTV²

¹ In the 3 months to 30 June 2021

² As at 30 June 2021

Risk Factors

An investor can only apply to subscribe for shares in Puma Heritage Estate Planning Service (EPS) through a financial adviser who has assessed that a subscription is suitable for them.

Here are the key risks of subscription, however, you should read the Investment Details and Investor Agreement in full prior to investing:

General

Past performance is no indication of future results and share prices and their values can go down as well as up. The forecasts in this document are not a reliable guide to future performance. Actual outcomes and results may differ materially from what is expressed or forecast in such forward-looking statements. There can be no guarantee that any returns can or will be achieved.

Capital at risk

As per the Investment Details and Investor Agreement, subscription for shares in private trading companies, including Puma Heritage Ltd, can be viewed as high risk. Shareholders' capital may be at risk and shareholders may get back less than their original subscription.

Tax reliefs

Tax reliefs depend on individuals' personal circumstances, minimum holding periods and may be subject to change. There can be no guarantee that Puma Heritage EPS will fulfil the criteria to obtain Business Relief.

Liquidity

It is unlikely there will be a liquid market in the shares of private trading companies and it may prove difficult for shareholders to realise immediately or in full proceeds from the sale of shares. Access to capital is subject to the discretion of the directors, applicable law/regulation and the availability of sufficient cash reserves.

Fees and Expenses

| | |
|---------------------------------|--|
| Initial charge | Dealing charge |
| 1.5% | 1% applied to the purchase and sale of shares |
| Annual Advisory Fees | |
| 1% | plus VAT. Deferred and only paid in full if the company achieves a minimum return of 3% p.a. |
| Optional life protection | |
| ANNUAL FEE | 3.5% p.a. of the amount invested in the first two years |

Note: The private trading companies are responsible for their operating costs including audit, directors' and administration fees. Puma Investments may receive transaction, monitoring and business support fees from private trading companies.

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