



PUMA ALPHA EIS
Calculated Excellence

INVESTOR UPDATE

JUNE 2020



About Puma Investments

Puma Investments is a member of the Shore Capital Group ("Group"), an independent investment group specialising in asset management, principal finance and capital market activities.

Tax Efficient Investments

Puma Investments is responsible for the Group's tax efficient investment strategies, including Inheritance Tax Services, the Enterprise Investment Scheme and Venture Capital Trusts.

£1bn+

ASSETS UNDER
MANAGEMENT

200+

GROUP EMPLOYEES

£490m

RAISED IN TAX EFFICIENT
INVESTMENTS

£80m

RAISED UNDER
THE ENTERPRISE
INVESTMENT SCHEME

35

YEAR GROUP HISTORY

5

OFFICES

GUERNSEY, LONDON,
LIVERPOOL, EDINBURGH
AND BERLIN.

As at 31 March 2020

Risk Factors

An investment in Puma Alpha EIS carries risk and prospective investors should read in full the Puma Alpha EIS Investment Details in particular the sections headed "risk factors". These are the key risks:

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.

Capital at Risk

An investment in Puma Alpha EIS can be viewed as high risk. Investors' capital may be at risk and investors may get back less than their original investment.

Private Companies

Puma Alpha EIS may invest in unlisted shares. Such investments can be more risky than investments in listed shares. Unlisted shares may be subject to transfer

restrictions and may be difficult to sell. It may be difficult to obtain information as to how much an investment is worth or how risky it is at any given time.

Tax Reliefs

Tax reliefs depend on individuals' circumstances, minimum holding periods and may be subject to change.

Liquidity

It is unlikely there will be a liquid market in the shares of the EIS Qualifying Companies and it may prove difficult for investors to realise their investment immediately or in full.



PUMA ALPHA EIS
Calculated Excellence

Puma Alpha EIS Portfolio Service Update

Investment Director's Update

Since the last update, Puma Alpha EIS funds have been invested into four new or follow on investments across a range of sectors – from influencer marketing to HR technology, sports apparel and health engagement. These investments have increased the Puma Alpha EIS portfolio to seven companies.

In March, we saw the onset of Covid-19, which has impacted business and consumer trends across financial services and the wider economy. Our existing monitoring cycle involves very close contact with portfolio companies. Since the onset of Covid-19, we have significantly increased the level of interaction with portfolio companies and changed our portfolio review meeting from monthly to weekly, as we carefully assess each company's cash management and outlook.

During this time, we have worked closely with external and internal advisory resources to support our portfolio companies. This has involved providing companies with in-depth resources on available support packages and hosting calls with advisers to deliver guidance on key topics such as employment law, available funding and scenario cash planning. Our aim was to ensure management teams could concentrate on running their businesses rather than scrutinising Government support schemes. As the situation has evolved, we have continued to work closely with portfolio companies to help them with strategies to conserve cash during this period of contraction and, if required, outline emergency funding options.

Retaining a long-term view, the team has also worked with portfolio companies to prepare to capitalise on the opportunities for growth that may arise. Particular emphasis has been placed on helping companies gather insights from right across the economy when scenario planning. As a sector-agnostic investor, the team is able to draw on its in-depth experience of navigating the range of challenges growing businesses face as well as drawing on each scenario to share expertise and benefit the other companies within the portfolio.

Since the onset of Covid-19 we have completed a new investment into an exciting company called Tictrac, under favourable terms. As a sector agnostic investor, our agility in looking across the entire market for those businesses that have demonstrated resilience during unprecedented levels of turbulence enables us to be opportunistic in seeking the best possible scenarios for investment. As the market emerges from the Covid-19 pandemic, we anticipate considerable demand for equity finance from strong but cash starved growth businesses, resulting in a strong pipeline of investment opportunities.

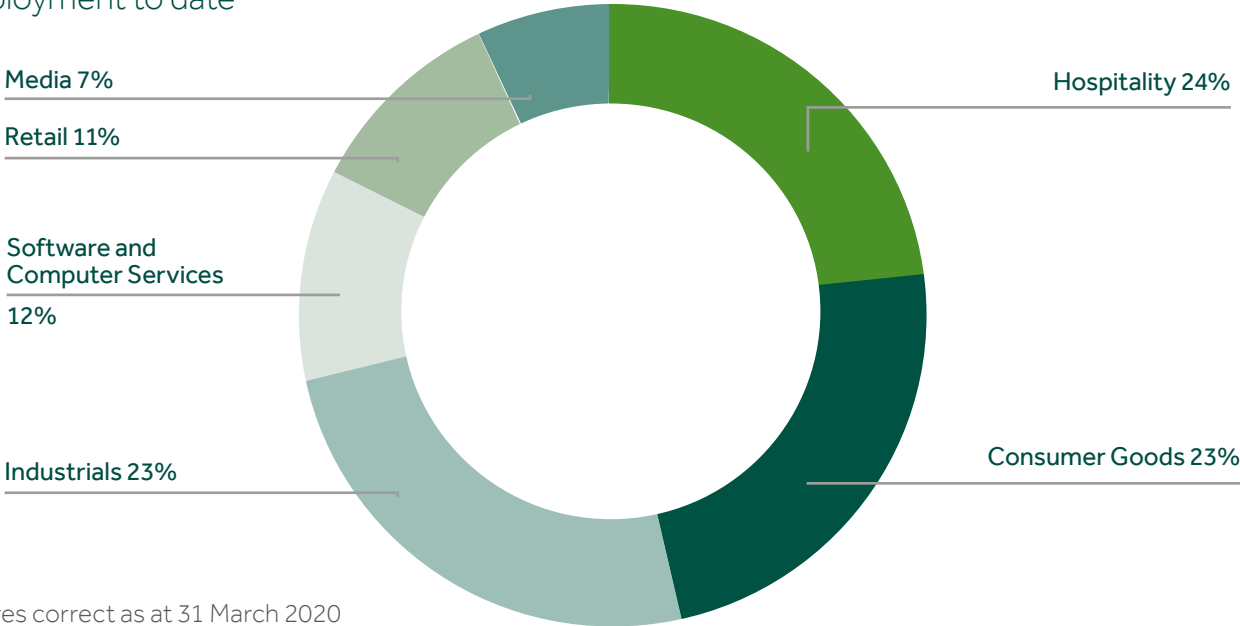


Rupert West
Investment Director



Sector Breakdown of Puma Alpha EIS

Deployment to date



Figures correct as at 31 March 2020

An update on Reyker Securities Plc

As you will be aware, Reyker Securities Plc, which was the custodian of our EIS funds, entered into special administration in October 2019, having been impacted by a series of one-off costs and a reduction in revenue in some of its divisions that caused it to run out of money.

Following announcement of the special administration, we implemented alternative custodian arrangements with a counterparty with whom we have a longstanding relationship, Pershing Securities Ltd ("Pershing"). Pershing is a subsidiary of The Bank of New York Mellon Corporation with \$2 trillion in assets under custody and administration and is a well-known, long established global custodian.

In May 2020, the Joint Special Administrators (Smith & Williamson the "JSAs") published a progress report which stated their belief that, other than a small number of exceptions, there will be a full return to clients in respect of custody assets and client money. We understand that all Puma clients are expected to receive a full return of custody assets and client money.

The Special Administration Rules state that that the transfer of custody assets may not take place sooner than three months from the respective bar date (which was set on 7 April 2020) and that the distribution plan will require Court approval. Due to the Summer recess, where the courts do not hear applications (other than urgent applications) from 1 August 2020 to 30 September 2020, it is uncertain whether a distribution plan may be considered by the Court before October 2020 although we have spoken directly to the JSAs asking them to expedite the Court application to enable it to be heard prior to the recess.

In early June the JSAs provided a further update to say that they are planning a return of substantial proportion of the cash held in client accounts which they say may be possible to achieve ahead of the summer and is not reliant on the approval of the distribution plan by the Court. Under this plan a first payment of a substantial proportion of the cash held in client accounts will be transferred from the clients' accounts at Reyker to the new accounts that we have opened for the clients at Pershing. The distribution of client money will be paid in at least two tranches to clients.

In addition to attending the meetings of the client and creditor committee, we continue to correspond with the JSAs directly in order to obtain more information, as we continue to seek to facilitate the orderly transfer of client money and assets to a newly appointed custodian, as soon as that is permitted by the JSAs. We will keep you updated as to any progress as we appreciate that whilst it is reassuring that the assets are safely protected and a full return is envisaged, it is important to facilitate the transfer to a new custodian as soon as possible.



Investment Update

- Revenue growth in Q1 2020 has been strong and MyKindaFuture continues to add significant new wins to its pipeline of clients.
- February 2020 saw the launch of Connectr 2.0, a refreshed digital platform that helps clients engage with prospective and current employees. The company has successfully onboarded existing clients to the platform, enhancing both margin and scalability as a result.
- A large proportion of UK employers have taken advantage of the Government's Covid-19 job retention scheme in recent months. MyKindaFuture responded by partnering with Grant Thornton to offer a digital solution for their clients to communicate with employees whilst they are on furlough.
- In May 2020, the company went live with its first international client, which represents the first step in expanding its global presence.
- Its focus now is on expanding MyKindaFuture's product suite, to assist clients in engaging with their workforce at all levels rather than purely during the onboarding process.



PUMA ALPHA EIS
Calculated Excellence



INVESTMENT
£0.95 million



SECTOR
Human Resources
Technology



LOCATION
London



ESTABLISHED
2011



Investment Update

- Since our investment in August 2019, Influencer's revenue has continued to grow.
- It was also named 'Influencer Marketing Company of the Year 2019' at the Social Media Marketing Awards.
- Influencer has continued working with both new and existing clients throughout the Covid-19 period, helping creators work with brands to produce content on their social media channels. Alongside this, Influencer has built a robust pipeline of campaign work for the coming months.
- The company has recently refreshed its visual identity and continues to be featured in thought pieces on the industry in notable publications, such as 'The Drum'.



PUMA ALPHA EIS
Calculated Excellence



INVESTMENT
£1.2 million



SECTOR
Influencer Marketing



LOCATION
London



ESTABLISHED
2015





PUMA ALPHA EIS
Calculated Excellence

TICTRAC

Investment Update

- Founded in 2010, the company has partnered with some of the world's biggest healthcare and insurance providers, including Aviva, Allianz and Prudential, and now, through its new employer-focused platform, aims to create the world's most engaged wellbeing community.
- Our investment will help Tictrac expand its Employee Wellbeing platform to more businesses and further scale its successful Enterprise platform, which enables insurance companies and health providers to engage customers effectively and provide them with tailored products.
- The Covid-19 pandemic places a renewed emphasis on the need for employers to engage with the health and wellbeing of their employees. Tictrac chose to make its employee wellbeing platform available on a free trial basis to UK employers who want to support their workforce during the crisis. The company has built a strong pipeline of new clients as a result of this.



INVESTMENT

£0.4 million



SECTOR

Health Engagement Platform



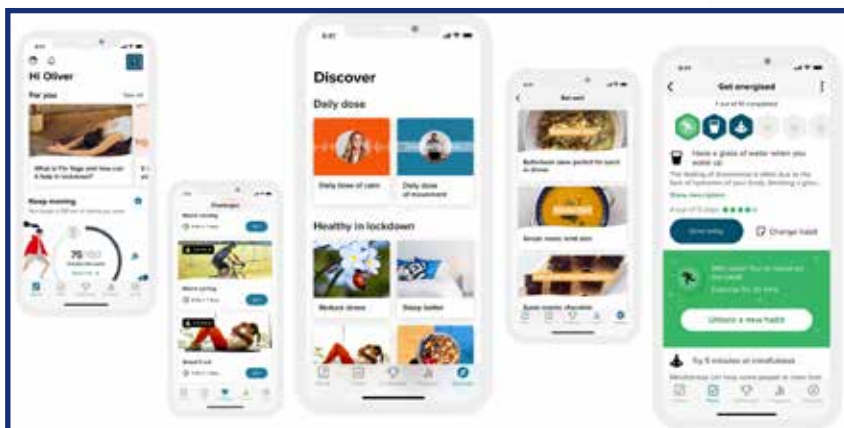
LOCATION

London



ESTABLISHED

2010



Somerton Ltd

Investment Update

- In Q1 2020, the company entered into a long-term licensing deal with a multi-location garden centre group, Rosebourne. Under this licensing arrangement, Somerton will provide management services and operational capability to specific areas of Rosebourne's retail offering, namely indoor and outdoor plants and patio sundries.
- The licensing deal offers an attractive risk-return proposition to the company and is intended to run for up to five years with an option to extend (although Somerton retains some flexibility around timing).
- The company is also continuing direct trade in garden-related products.
- After an extensive, nationwide search for development sites, the company has put a hold on the franchise development plan, as the lack of a suitable site and further restrictions on the deployment of EIS-qualifying capital have led the board to reassess company strategy and adopt the measures above.



PUMA ALPHA EIS
Calculated Excellence



INVESTMENT

£1.5 million



SECTOR

Garden centres



LOCATION

United Kingdom



ESTABLISHED

2018



PUMA ALPHA EIS
Calculated Excellence



Investment Update

- The global market for carbon wheels was developing strongly before the impact of Covid-19, with several automotive companies announcing medium-size production runs of carbon wheels on high-profile vehicles. The Renault Megane RS Trophy R, which features a carbon wheel option, is just one example of the increasing appeal of the technology and adoption at lower price points.
- One of Dymag's main competitors, Carbon Revolution, underwent an IPO in late 2019 at a £160m valuation, equating to close to 20x FY19 revenue levels. This very strong valuation highlights the important strategic nature of carbon wheel technology to the automotive sector.
- The Carbon Revolution share placing has been a driver of strategic investment interest into Dymag in Q1 2020 with numerous joint venture and partnership discussions occurring before the outbreak of Covid-19.
- Dymag, its customers, suppliers and competitors, have experienced reduction and delay in revenue levels since the outbreak of Covid-19. However, the company has made swift moves to cut or defer operating costs, making full use of the available Government initiatives.
- Decisions have been made to close parts of the production facility temporarily, with most staff being furloughed. Extensions of payments falling due to several major suppliers and Government have been agreed.
- Some sources of revenue have remained strong such as online motorbike wheel sales and wheel tuner projects, which have both continued to generate short-term cashflow. The production facility remains open with a skeleton staff to service this demand, with a number of engineering staff working from home where necessary.



INVESTMENT

£3 million



SECTOR

Automotive



LOCATION

Wiltshire



ESTABLISHED

1974



OPENHOUSE

THE
LIGHTERMAN PERCY & FOUNDERS

Investment Update

- The Lighterman (Kings Cross, London), and Percy & Founders (Fitzrovia, London), closed on 16 March following the Government announcement on lockdown measures in response to Covid-19.
- Trade was strong at both sites in the lead-up to the closure of the units, and the business has since reacted quickly and efficiently.
- It has put all staff, except directors, on the Government support scheme, allowing for significant cash control.
- The business is well capitalised and will consider opportunity for expansion if high profile London sites of the type it targets become available post lockdown.
- The company will cautiously review the target opening date of its yet-to-launch unit in White City, West London in line with social distancing measures and market appetite. Expectation is that this launch will be delayed into 2021.
- The Lighterman has been providing free meals for NHS staff in partnership with Hospitality for Heroes throughout this period.
- The business is now focussing efforts on preparations to reopen in a way that is safe for visitors and complies with social distancing measures outlined by the Government.



PUMA ALPHA EIS
Calculated Excellence



INVESTMENT

£3.2 million



SECTOR

Pubs & restaurants



LOCATION

London



ESTABLISHED

2015

LE COL

Investment Update

- Revenue growth year-to-date has been strong; sales have nearly doubled versus the same period last year.
- E-commerce, the largest sales channel, has continued to perform very strongly through lockdown as cycling has remained a permitted form of exercise for all.
- Hiring for key roles continues, and a Head of Digital recently joined the company from Asics to support the continued growth of the e-commerce channel.
- This is the first year of Le Col's sponsorship of professional road cycling team Bahrain McLaren, taking its performance range onto the global stage with a WorldTour team partnership.
- It remains to be seen which, if any, cycling races will take place this year, but the team continues to work with Le Col during lockdown. To take one example, Le Col has run a number of successful virtual events with online training platform Zwift and members of the Bahrain McLaren team.
- Le Col continues to have a strong relationship with Bradley Wiggins and a successful partnership with the online community, Strava, where it is the second largest branded 'club' outside of Strava's own. These partnerships help drive sales activation and increase overall brand awareness.



PUMA ALPHA EIS
Calculated Excellence



INVESTMENT

£3.1 million



SECTOR

Sports apparel



LOCATION

United Kingdom



ESTABLISHED

2011



Also available for investment

Puma Alpha VCT

As a Puma Alpha EIS investor you may be interested in Puma Alpha VCT, which has the same investment mandate. Puma Alpha VCT invests in growing businesses with strong management teams that operate in sectors providing structural support for growth. Our fourteenth Puma VCT enables investors to support these companies and the UK economy while capitalising on their success.

Puma Alpha VCT expects to co-invest alongside other Puma Investments funds in future deals that meet with the VCT's investment policy. This should enable rapid deployment and deliver a diversified portfolio.

Key details



Minimum investment
£5,000



20+ year track record
Puma Investments has a 20+ year track record of investing in small and mid-sized companies



Experienced VCT manager
Since 2005, 14 Puma VCTs have been launched, raising £245m

Investor benefits

If the VCT shares are held for a minimum of five years, investors may be entitled to:

- 30% upfront income tax relief on an investment of up to £200,000 per tax year
- 100% tax-free dividends from the VCT
- 100% tax-free capital gains if selling the shares

Note: Tax benefits are not guaranteed, are subject to personal circumstances and minimum holding periods, and may be subject to change. Investors should take independent tax advice.



PUMA ALPHA VCT

VCT FUNDS RAISED TO DATE

£245m

across 14 VCTs



**HIGHLY
COMMENDED**

Investment Life & Pensions

Moneyfacts®

Awards 2019

**Best Venture Capital
Trust Provider**

**Scheduled to reopen to
investors in July 2020**

Example investment



Investment

£0.6 million

Sector

Health Engagement Platform

Location

London

Why we invested

Tictrac has a strong management team that has spent years developing its health and wellness app to a standard of excellence.

- The team has established long-term relationships with insurers and government health bodies.
- The company has a strong pipeline of new clients – which includes rolling out its offering to corporates as a health and wellness initiative for employees.
- Health and wellness is a key global trend with Tictrac providing an engaging tool for people to learn more about their health, drive new wellness habits and access relevant content.



Get in touch

To find out more about Puma Alpha VCT, contact our Business Development Team on **020 7408 4070** or **info@pumainvestments.co.uk**, or visit **www.pumainvestments.co.uk**.

Summary of fees

Initial	Initial Fee	3%	of amount subscribed
Ongoing	Annual Management Fee	2% (inc. VAT)	of net asset value p.a
	Administration Fee	0.35% (inc. VAT)	of net asset value p.a
Exit	Performance Fee	20%	of amounts realised in excess of 120p per Ordinary Share
Other expenses	The Company is responsible for its normal operating costs. The Investment Manager may be paid arrangement, structuring and/or monitoring fees for executed transactions, but these fees are not paid by the VCT		

Risk factors

An investment in Puma Alpha VCT carries risk and you should take your own independent advice. You should only invest in Puma Alpha VCT on the basis of the prospectus which details the risks of the investment. Below are the key risks:

Tax reliefs: Tax reliefs are not guaranteed, depend on individuals' personal circumstances and a five-year minimum holding period, and may be subject to change.

Liquidity: It is unlikely there will be a liquid market in the ordinary shares of Puma Alpha VCT and it may prove difficult for investors to realise their investment immediately or in full.

Capital at risk: An investment in Puma Alpha VCT involves a high degree of risk. Investors' capital may be at risk.

General: Past performance of Puma Investments in relation to its other VCTs is no indication of future results. The payment of dividends is not guaranteed. Investors have no direct right of action against Puma Investments. The Financial Ombudsman Service/the Financial Services Compensation Scheme are not available. References in this document to Puma Investments includes, where applicable, references to its wider corporate group.



Cassini House,
57 St. James's Street, London, SW1A 1LD
Advisor Enquiries: 020 7408 4070
Investor Enquiries: 020 7408 4100

info@pumainvestments.co.uk
www.pumainvestments.co.uk

This document is a financial promotion issued by Puma Investments in accordance with section 21 of the Financial Services and Markets Act 2000. Puma Investments is the trading name of Puma Investment Management Limited which is authorised and regulated by the FCA, FRN 590919.

Get in touch

We recommend you speak to your financial adviser in the first instance, as we cannot offer investment or tax advice.

If you have any other questions please contact us on:

020 7408 4100

info@pumainvestments.co.uk

www.pumainvestments.co.uk

This communication is a financial promotion and has been approved for communication by Puma Investment Management Limited (FRN: 590919) in accordance with section 21 of the Financial Services and Markets Act 2000 (the "FSMA"). Puma Investments is a trading name of Puma Investment Management Limited which is authorised and regulated by the Financial Conduct Authority. This communication is only directed at persons who may lawfully receive it pursuant to applicable laws and regulations.

PI000706-0720