

Sports, Entertainment and Knowledge Service

Overview

Service Focus

Discretionary investment in the UK's fast growing & world leading entertainment, sport and knowledge industries.

SEIS & EIS

A blend of EIS & SEIS investment opportunities.

Key Facts

Launch Date

April 2017.

Min Investment

£10,000.

Max Investment

£200,000 (SEIS).
£1 million (EIS).

Frequent Closes

Investment within the current tax year.

Fees¹

Initial Charge

3%.

Monitoring Fee

2% annual charge.

Performance Fee

20% of returns above 30% hurdle.

Investment Objective

- The service aims to return £2.50 for each £1.00 invested over 4-6 years.
- This equates to a **minimum return of 16.5%** per annum gross of tax benefits.

Our Sectors

- Focus on extensive and far-reaching sectors where the consumer is driving demand for experience and engaging content.
- The UK is a market leader in our sectors, with a history of combining well established brands and premiere events and continued creativity and innovation.
- Businesses that sit in demanded or non-discretionary spend.
- We look for companies that embrace complimentary themes such as reconnection with nature and healthy living, giving these investments a strong economic relevance.
- Technology is enabling enhancement with creativity and innovation.

Investment Approach

- Aim to invest in 3-5 companies each year allowing a spread of investment risk.
- Invest at both SEIS and EIS stage allowing follow on investment.
- Utilising EIS to maximising benefits for investor tax planning.



About Station12

An established investment management business focused on three main sectors – sports, entertainment and knowledge – sectors where the UK excels. Our investment thesis is simple – use our specialist approach to select the best opportunities at the right price and exit at the best price. We like businesses that are easy to understand and which bring identifiable happiness or lifestyle improvement to their customers.

Total funds under management: £18 million.³

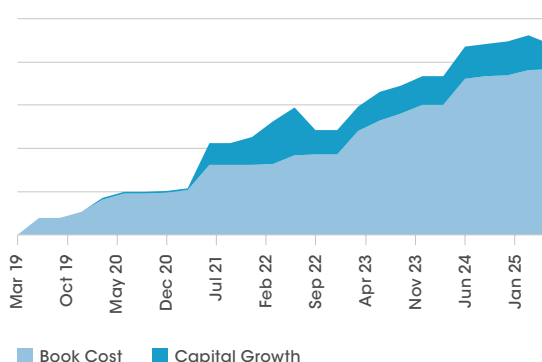
Performance²

Strong performance record

- 24.2% IRR since launch.
- Recent exit with 54% IRR.



Wealth Creation



Our Investee Companies

Venture Capital

- Sectors where the UK has a leading position, are international and represent some of the biggest spending areas of consumer behaviour.
- Sectors includes sport which few S/EIS funds offer investment in.
- Fast growing companies exciting and attractive to investors particularly sport.

Venture Build

- If the right opportunity doesn't exist we work with partners to build it.

¹ Full details of all fees and charges available on request or at www.station12.co.uk

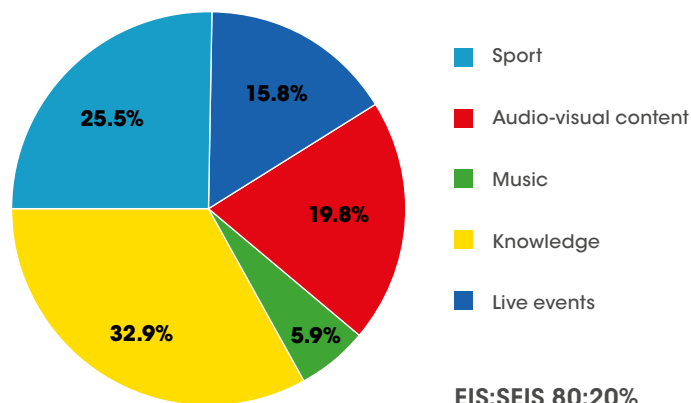
² IRR since launch calculated assuming an equal amount invested in each investee company at date of first offering and maximum tax benefits received (excluding any fees). All valuations based on value realised at exit or using June 2025 valuations. Full calculation methodology available on request.

³ Data as at 31 December 2024.

Risk Management

- 95% of companies fail to meet our investment criteria.
- Always seek Board representation.
- Regular monitoring reports.
- Work closely alongside the entrepreneur/founder.
- Deep personal knowledge of the industry sector.
- Portfolio approach to spread risk.
- Rigorous due diligence process.
- Tax reliefs limit the downside.

Our Portfolio



Why Invest?

High Return Potential

Early-stage high-growth investments within sectors that directly impact living standards and everyday enjoyment for society.

Existing Station12 Clients

To benefit from the team's investment and industry experience, expertise and network.

Tax relief

All investments benefit from the SEIS and EIS legislation, allowing investors the opportunity to offset income, capital gains and inheritance tax liabilities.

Our Investors

New Investors

High net worth individuals seeking exposure to the fast-growing entertainment, knowledge and sports industries.

Existing Station12 Clients

Most of our clients re-invest. Either following on previous investments and/or supporting new companies offered.

We are investors too

We invest in all our companies alongside our clients.

Team



Patrick Bradley, Investment Director

Patrick has 30 years Sports, Entertainment and Knowledge experience. He is founder and CEO of Station12 Asset Management. Patrick has held operating roles at Polygram and Universal Studios. He has successfully made investments in all sectors of the media including TV, music, live events.



Emma Letten, Investment Manager

Emma focuses on sourcing new opportunities and supporting existing portfolio companies. After training as a chartered accountant Emma has spent over 10 years on the investment side, working on a range of funds investing across the UK Creative Industries, including EIS, VCT and BPR.



Hannah Cohen, Business Development Director

Hannah manages all communication with financial advisors and investors. With over 15 years' experience working with industry professionals and high net worth individuals in the financial services sector, Hannah has worked in a variety of leadership roles for alternative asset managers.

Contact

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NOTE: Don't invest unless you're prepared to lose all the money you invest. This is a high risk investment and you are unlikely to be protected if something goes wrong.