:ASCINA FRANCIA - RIOJA ALTA RIOJA GRAN RESERVA 904 - DUHART OLICELLA CLASSICO SUPERIORE TERRE DI CARIANO - CHAPOUTIER ROTIE TURQUE - JOSEPH FAIVELEY MAZIS CHAMBERTIN - LEOVILLE GUSBOURNE BLANC DE BLANCS - PONSOT CHAPELLE CHAMBERTIN GES - BOUTISSE - DUCRU BEAUCAILLOU - MEYNEY - PETIT MOUTON ONTRACHET - TROTTEVIEILLE - PELICAN ARBOIS SAVAGNIN OUILLE CE ROUGE - BEAUSEJOUR DUFFAU - PONSOT CLOS ROCHE VV MBRAYS - POUJEAUX - DOMAINE LEFLAIVE BIENVENUES BATARD ND ROUSSEAU CHARMES CHAMBERTIN - MOET & CHANDON ROY CLOS VOUGEOT - BAHANS HAUT BRION - BENJAMIN CHAMP GAIN - MASSETO - MICHEL OGIER COTE ROTIE AZIN (POMEROL) - TUA RITA REDIGAFFI - LAVILLE HAUT NTI BRUNELLO MONTALCINO RISERVA - SAINTAYME S NOELLAT NUITS SAINT GEORGES CRAS - HARLAN ROAD RIESLING BLOCK 1 - JOSEPH FAIVELEY RLOT ROMANEE SAINT VIVANT - CLOS ST JEAN EX MACHINA - EVANGILE - PONSOT GRIOTTE

TEAUNEUF DU PAPE - BEYCHEVELLE - CLOS

CHAMPAGNE - FELTON ROAD PINOT NOIR

Y CORTON CHARLEMAGNE - FELTON ROAD

DROUHIN GRIOTTE CHAMBERTIN - KRUG

ON DOM PERIGNON ROSE - TIGNANELLO

NGARTEN GROSSES GEWACHS - PICHON

- DOMAINE LEROY VOSNE ROMANEE

SES - DRC ROMANEE CONTI - GUIGAL

ART DOM RUINART - COMTES LAFON

ILLE LAS CASES - CANON GAFFELIERE

NE - DRC ECHEZEAUX - FLEUR PETRUS

TENAC - CHAPELLE MISSION - CLINET

Z - OPUS ONE - DOMAINE LEFLAIVE

SCOMBES - DUJAC CLOS ROCHE

ER VV FRANCAISES - PAGODES COS

UT BRION - CHENADE - GAJA COSTA

MBERTIN CLOS ST JACQUES - LOUIS

NUS - CHAPOUTIER ERMITAGE BLANC

RMITAGE CHAPELLE - FELTON ROAD

EMILION) - CLARENCE HAUT BRION

OCK 5 - SMITH HAUT LAFITTE - COS

RRE - PINGUS - HENRI JAYER NUITS

GEORGES ROUMIER CHAMBOLLE

GLA - BRUNO GIACOSA BAROLO

X - DOMAINE JEAN-LOUIS CHAVE

S LAFITE - VIEUX CHATEAU CERTAN

C MUGNIER CHAMBOLLE MUSIGNY

VAL BLANC - ARROSEE - JOSEPH

DLLINGER RD - JACQUES FREDERIC

BONNES MARES - LOUIS ROEDERER

GE - GUIGAL COTE ROTIE MOULINE

AUT BATAILLEY - ARMAND ROUSSEAU

IITAGE PAVILLON - AUSONE - ROCHE

LALANDE - FRATELLI ALESSANDRIA

CLAUX - BRANCAIA BLU - BRUNO

ROIX BEAUCAILLOU - DOME - COMTE

R CRU - HAUT BRION - SCREAMING

IAMPAGNE ROSE - DOMAINE LEROY

TS - DOMAINE JEAN-LOUIS CHAVE

ROGER SIR WINSTON CHURCHILL

THSCHILD - SOLAIA - BEAUCASTEL

LARTIC LAGRAVIERE BLANC - GAJA

CLOS GOISSES BRUT - ANGELUS NDRIE - COMTES LAFON MEURSAULT

JS - CONSEILLANTE - HENSCHKE HILL

PERCARLO - PONTET CANET - FELTON

JRN - MONTROSE - PIN - BRUNO

ALLETTO - GIACOMO CONTERNO

- PEBY FAUGERES - CHAPOUTIER

/IE - CLARENDON HILLS ASTRALIS

NELLO MONTALCINO TENUTA NUOVA

UNICO - MARGAUX - TORTOCHOT ANDE ANNEE - COUTET (BARSAC)

CHAMBERTIN CLOS ST JACQUES

RMITAGE ERMITE - HOSANNA - HAUT

RED - GAJA SPERSS - DRC TACHE

ISIGNY AMOUREUSES - TRAPET PERE

N - BEAUCASTEL CHATEAUNEUF DU

PH PHELPS INSIGNIA - PONSOT CLOS

NELLO MONTALCINO - EMMANUEL OS PARANTOUX - PETIT CHEVAL

- EGLISE CLINET - FORTS LATOUR

GEORGES ROUMIER BONNES MARES

EAC - YQUEM - HENRI JAYER VOSNE

- TRAPET PERE ET FILS CHAMBERTIN

/IGNON - CRUZELLES - MONDOTTE IILD & CONCHA Y TORO ALMAVIVA

RES - TROTANOY - GAY - JANASSE

PEGAU CHATEAUNEUF DU PAPE

NFURON ROMANEE SAINT VIVANT

AINE LEROY NUITS SAINT GEORGES

BERNARD DUGAT-PY CHAMBERTIN

QUINAULT L'ENCLOS

FREDERIC MAGNIEN GEVREY

COMTES LAFON MEURSAULT GOUTTE D'OR - LEOVILLE LAS CASES CHAPELLE AUSONE - DRC ECHEZEAUX - FLEUR PETRUS GRUAUD CHAPELLE MISSION - CLINET - DRAGON QUINTUS - ORMES PEZ -CHEVALIER MONTRACHET - LASCOMBES - DUJAC CLOS ROCHE - TER FRANCAISES - PAGODES COS - RONAN BY CLINET - MISSION HAUT RUSSI - FOURRIER GEVREY CHAMBERTIN CLOS ST JACQUES - LO DOMINUS - CHAPOUTIER ERMITAGE BLANC OREE - PAUL JABOUL FELTON ROAD RIESLING DRY - CANON (SAINT EMILION) - CLAREI PINOT NOIR BLOCK 5 - SMITH HAUT LAFITTE - COS D'ESTOURNI HENRI JAYER NUITS SAINT GEORGES MURGERS - GEORGES CRAS - RAUZAN SEGLA - BRUNO GIACOSA BAROLO FA



# CULT WINES

SOLUTIONS FOR FINE WINF

## INVESTING WITH CULT WINES

2020



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DOMAINE JEAN-LOUIS CHAVE HERMITAGE BLANC - CAR CERTAN - LAFLEUR - JACQUES FREDERIC MU AMOUREUSES - PALMER - CHEVAL BLANC - ARROS MARES - BOLLINGER RD - JACQUES FREDERIC M BONNES MARES - LOUIS ROEDERER CRISTAL - 1 COTE ROTIE MOULINE - JOSEPH DROUHIN ARMAND ROUSSEAU CHAMBERTIN - CHA AUSONE - ROCHE BELLENE CLOS ROCHE ALESSANDRIA BAROLO GRAMOLERE - F BRUNO GIACOSA BARBARESCO ASILI -COMTE VOGUE CHAMBOLLE MUSIGN SCREAMING EAGLE - TAITTINGER COMT LEROY NUITS SAINT GEORGES BOUDO HERMITAGE -CLOS MARQUIS CHAMBERTIN CAZETIERS - POL ROGER MACQUIN - LAFITE ROTHSCHILD - SOL DU PAPE - QUINAULT L'ENCLOS - MOL MALARTIC LAGRAVIERE BLANC - GA. CLOS GOISSES BRUT -MONTLANDRIE - COMTES LAFON MESNIL - PETRUS - CONSEILLANTE - H - SAN GIUSTO PERCARLO - PONTET C BANNOCKBURN - MONTROSE - P ROCCHE FALLETTO - GIACOMO MONFORTINO - PEBY FAUGERES **ERMITE - PAVIE - CLARENDON HILLS** NERI BRUNELLO MONTALCINO TENU SICILIA UNICO - MARGAUX - TORTO GRANDE ANNEE - COUTET (BARSAC CHAMBERTIN CLOS ST JACQUES ERMITAGE ERMITE - HOSANNA - HAU RED - GAJA SPERSS - DRC TACHE MUSIGNY AMOUREUSES -CHAMBERTIN - BEAUCASTEL CHATI PERRIN - JOSEPH PHELPS INSIGNIA - I SANTI BRUNELLO MONTALCINO ROMANEE CROS PARANTOUX - F VOUGEOT VV - EGLISE CLINET - FOI SEGUR - GEORGES ROUMIER BONN DENIS - FIGEAC - YQUEM - HENRI JA COMTESSE - TRAPET PERE ET FI CABERNET SAUVIGNON - CRUZELLES ROTHSCHILD & CONCHA Y TORO ALI MARES - TROTANOY - GAY - JANAS PEGAU CHATEAUNEUF DU PAPE CONFURON ROMANEE SAINT VIVA DOMAINE LEROY NUITS SAINT GEOF BERNARD DUGAT-PY CHAMBERTIN -VV - BONNEAU MARTRAY CORTON MUSIGNY VV - PETER SISSECK (AI VOLNAY SANTENOTS - GIACOMO PAVILLON ROUGE - TROPLONG MO CHASSAGNE MONTRACHET BOUL COMTE VOGUE CHAMBOLLE MUSIG LACOSTE - GIACOMO CONTERNO BA ALTA RIOJA GRAN RESERVA 904 - D VALPOLICELLA CLASSICO SUPER CHAPOUTIER ERMITAGE MEAL - GUIG FAIVELEY MAZIS CHAMBERTIN - LEC GUSBOURNE BLANC DE CHAMBERTIN - DRC RICHEBOURG - L' BEAUCAILLOU - MEYNEY - PETIT BATARD MONTRACHET - TROTTEVIE OUILLE - MIRAVAL COTES DE PRO DUFFAU - PONSOT CLOS ROCHE V LAMBRAYS - POUJEAUX - DOMAINE MONTRACHET CHAMBERTIN - MOET & CHANDON D CLOS VOUGEOT - BAHANS HAUT BRI

ANGEL

TRAPE

LATOUR

MONTRACHET CHAMP GAIN - MASSE

GAJA SORI SAN LORENZO - GAZIN (F

LAVILLE HAUT BRION - FARGUE MONTALCINO RISERVA - SAINTAYME

NOELLAT NUITS SAINT GEORGES CR

FELTON ROAD RIESLING BLOCK 1 -

CLOS DE BEZE - ARLOT ROMANEE

CHATEAUNEUF DU PAPE DEUS EX

GRIOTTE CHAMBERTIN - CLOS PA

BEYCHEVELLE - CLOS FOURTET - TA

FELTON ROAD PINOT NOIR CORNISH

CHARLEMAGNE - FELTON ROAD P

CHANDON DOM PERIGNON ROSE JORDAN JESUITENGARTEN GROSSE

BEAUMONTS - ECHO LYNCH BAGES COTE ROTIE LANDONNE - RUINART

MEURSAULT GOUTTE D'OR - LEOVILLE

CANTEMERLE - CHAPELLE AUSONE -

DROUHIN GRIOTTE CHAMBERTIN

MALARTIC LAGRAVIERE

N VV - BONNEAU MARTRAY CORTON JE MUSIGNY VV - PETER SISSECK Y VOLNAY SANTENOTS - GIACOMO PAVILLON ROUGE - TROPLONG NARD CHASSAGNE MONTRACHET JD - COMTE VOGUE CHAMBOLLE GRAND PUY LACOSTE - GIACOMO RANCIA - RIOJA ALTA RIOJA GRAN - CECILIA BERETTA VALPOLICELLA



## Cult Wines Investment Journey

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## Investment Objective & Policy

### Objective

Cult Wines' investment objective is to achieve long-term capital appreciation through active management involving the buying, holding and selling of wines, whilst respecting the parameters set in our Investment Policy.

### **Investment Policy**

Cult Wines exclusively invest in wines that respect our strict investing criteria and have potential for appreciation in value. We maintain a high level of diversification across regions, producers and vintages.

Cult Wines applies a top down approach to define the optimal allocation (Strategic Allocation) in regions and vintages to the portfolio.

This is coupled with thorough quantitative analysis & research to select wines and producers that have the best relative value and growth prospects. Over the last 10 years we have developed proprietary statistical and probability models to identify those specific wines that deliver superior returns whilst respecting our strict risk parameters for investment. (Tactical Allocation).

The portfolio of wines is actively managed to maximise risk/reward and is rebalanced on a regular basis to maintain risk parameters, optimise allocation and meet our return objectives.

This process and framework is reviewed and validated by our Investment Committee.

### **Investing Criteria**

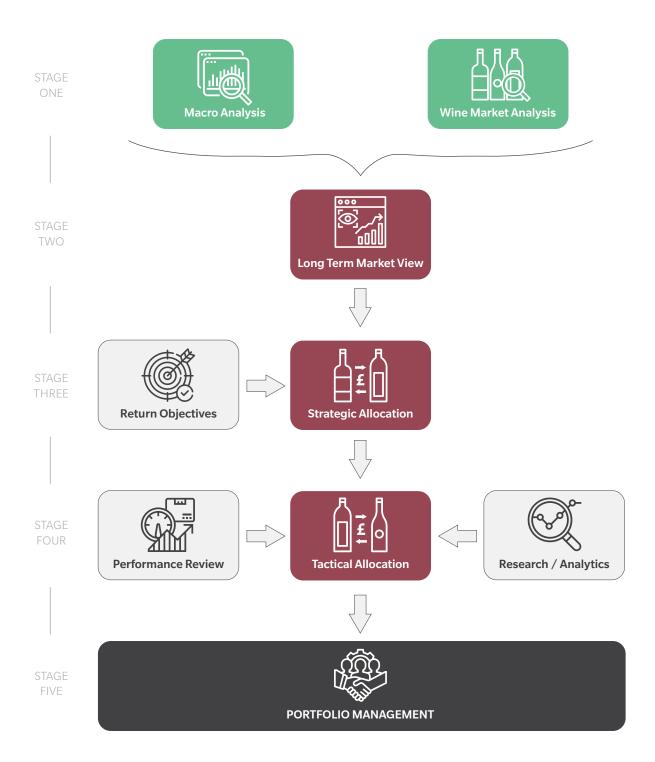
Cult Wines invest in a strict selection of fine wines that meet our investment criteria, determined by:



Please be aware the above weightings are for illustration purposes only and do not reflect actual weightings applied to each criteria by Cult Wines Investment Team.

### **Investment Decision Process**

The decision process can be summarised in five stages as follows:



### Investment Committee (IC)

Cult Wines' investment committee combines the experience and expertise of the most senior members of the Management Team and the departments of Research, Buying & Trading.



The Investment Committee is responsible for the Investment Policy: it defines the Investment Strategy and set the risk parameters. The investment committee meets quarterly to review the Investment Strategy and performance of the portfolio and decides adjustments to allocation and specific underlying investments.

### Risk Management

CW risk management process ensures that each portfolio respects adequate level in the following key risk factors:

- Diversification
- Liquidity
- Volatility

In addition to the investing criteria and the above risk factors, Cult Wines applies strict exposure limits to single producers or vintages as a percentage to the overall portfolio. Portfolios and performance are monitored closely to ensure all those factors are respected at all times.

## Choose your Investment Model

Cult Wines flagship investment management service is our Portfolio Management Account, whereby the minimum initial capital investment is £25,000, fully customisable to your requirements.

For those looking to access the market at a smaller capital outlay, we have an execution only account model whereby you can invest either £10,000 or £20,000.

Account	Execution Only	Portfolio Management
Minimum Investment  Maximum Investment	£10,000.00 £20,000.00	£25,000.00 n/a
Storage and Insurance (Cult Wines Reserves)  Condition Reports and Photos	£10 per unit per annum (+VAT) £5 per case (+VAT)	Inclusive £2.50 per case (+VAT)
Dedicated Portfolio Manager	✓	✓
Buy and Sell Advice	✓	✓
Access to Cult Wines Research and Investment Reports	✓	✓
Online Portfolio Access	✓	✓
0% Trading Fees on Account	*	✓
Bespoke Proposal Tailored to your Objectives	*	✓
Active Management of your Portfolio	*	✓
Priority Access to En Primeur Allocations	*	✓
Priority Access to New Releases	*	✓

### **Currencies:**

The investment is valued in GBP however investors can transact in a number of currencies.

Once your portfolio is confirmed, we will email you an invoice for you to settle by wire transfer. You can pay into our accounts with HSBC London, HSBC Singapore or HSBC Hong Kong in:

GBP / USD / EUR / SGD / HKD / CNY / CHF

### Cult Wines Portfolio Management Account

Portfolio Management Account					
Account Tier	Tier 3	Tier 2	Tier 1		
Capital Invested	£25,000 - £249,999	£250,000 - £999,999	£1,000,000 +		
Acquisition & Operations Fee	5%	2.5%	0%		
Annual Management Fee	2%	2%	2%		

### **Acquisition & Operations Fee**

This gives you access to our investment research and strategies, advantageous pricing for all wines allocated and priority access to new releases. This fee also covers all the costs of transportation of wines including all delivery, insurance, administration, shipping and landing costs into the bonded warehouse.

The discounted fee will be applied either on the first transaction which takes the investor over the threshold, or on the initial capital as a whole if it is above the threshold for either tier 2 or tier 1.

### **Annual Management Fee**

The annual management fee covers on-going management, all trading on your account at 0% as well as your storage and insurance costs.

The management fee will accrue monthly, calculated on each month end valuation of the asset value (gross asset value). On each anniversary of first investment (yearly), we will invoice the client for the yearly management fee due on the total of its portfolio.

### **Execution Only Account**

Execution Only Account				
Buying Fees	5%			
Selling / Liquidation Fees	5%			
Storage & Insurance	£10.00 per unit per annum (+VAT)			

This account is perfect for first time investors. Limited to either an initial investment of £10,000 or £20,000. Clients will receive our benchmark investment portfolio built and reviewed every quarter by our investment committee.

Optimised towards a low-medium risk and 5-year term, this allows a new investor a fantastic entry point into the world of wine investment. Once on board as a client, you will be allocated a portfolio manager who will undertake further buy and sell requests.

Every purchase will be charged at 5%, as well as every sale. On new purchases the cost of one year's storage will be charged at the time (prorated to your anniversary date). After the initial investment, there is no restriction on further investments and at the point the total capital invested increases beyond £25,000 the account will automatically transfer into a **Portfolio Management Account**.

You will then benefit from zero fees on trading on the account, as well as priority access to stock recommendations and investment strategies, as well as liquidity preference on execution of sales.

## Portfolio Creation (Portfolio Management Accounts Only)

Starting your investment portfolio with Cult Wines begins with a consultation around your investment criteria and aspirations. Once these are established, a dedicated portfolio manager will help build a bespoke portfolio by understanding the following:

**Risk Profile:** Cautious, balanced, high risk: we can tailor products to fit all of these profiles.

**Term:** Wine investment benefits from a long-term view and we recommend a 5-10 year holding period.

Each investor will receive expert advice on portfolio construction and access to the best investment products through our rigorous stock selection process.

We will return to you our comprehensive and customised pre-investment proposal. Outlining the following:

- Chosen Risk Profile
- Selection of Wines
- Fees and Costs
- · Summary of Asset Allocation by Region
- · Investment Analysis and Research
- Market Outlook
- Projected Returns

## **On-Boarding Process**

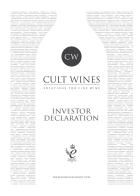
The process for a client to be formally onboarded and start investing with Cult Wines is streamlined and ensures a customized client experience. Documentation to be completed by each new client as follows:



Account Opening Form



Investment Management Agreement

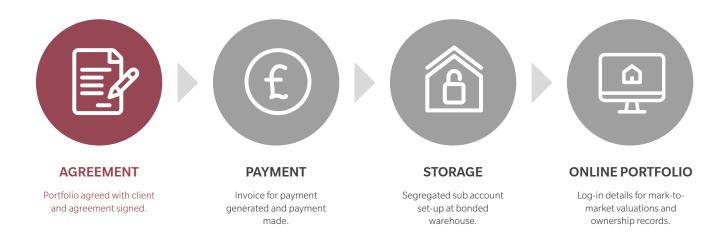


Investor Declaration

Once the documents are completed we will then promptly send an invoice for payment.

Investors can select the payment currency of their choice and once payment is made, investors will receive online log-in information, where they can manage and track their investment as well as the records of ownership.

Online portfolio valuations are available 24 hours a day and are updated daily.



## Security of Asset, Storage & Ownership

#### **Storage**

Cult Wines have always prided ourselves on being able to offer an industry leading long-term storage option for private clients.

Investors' wines will be stored at our brand-new storage facility in partnership with the London City Bond (LCB) network. Located in Melksham (Wiltshire), the 24,000 sq. ft. warehouse will allow all private client reserves to be stored in isolation from other trading accounts.

#### Our Operations team works alongside London City Bond for a complete warehouse solution, offering:

- ✓ Dedicated warehouse staff offering speed of service for all customers.
- ✓ Individual customer sub-accounts, providing greater security of asset ownership.
- ✓ Full-coverage temperature and humidity control.
- ✓ State of the art photographic studio available for all cases.
- Additional authenticity checks using specialist equipment and training.
- ✓ Comprehensive replacement-value insurance policy for all stock.
- Protection against fire hazard.
- ✓ 24/7, 365-days a year security.

Photos of our storage facility can be seen overleaf.









#### Insurance

Cult Wines has a comprehensive <u>insurance policy with Marsh</u> to fully cover the contents of the warehouse against all risks of physical loss or damage.

#### **Ownership**

Our investors feel security at all times through title of ownership of the wines. All wines are placed in individual customer sub-accounts at the professional warehouse facility.

Investors own individual cases and these are identified using HMRC-recognised sub-account codes. These codes identify the beneficial owner of the stock and ring-fence stock to protect against any third-party risks, including the unlikely instance that Cult Wines ceased trading. (Further info is included on the SLA Appendix 1)

All of the above information can be independently verified by London City Bond at any time by the client. Personal visits and inspection of stocks can be arranged at your convenience.

### On-Going Management, Valuations & Reporting

The Cult Wines Team is there to nurture, grow and protect your money and assets. Portfolio Management clients will receive regular portfolio reviews, relevant research and first access to investment opportunities.

All clients can access their portfolios through the online portal but portfolio management clients will have 24/7 support from their dedicated portfolio manager. All investments are valued independently using Liv-Ex.

Portfolio management clients can expect to build up a personal relationship with their portfolio manager. Typically, clients will request quarterly or annual strategic reviews on their account, but the team are on hand to assist at all times.

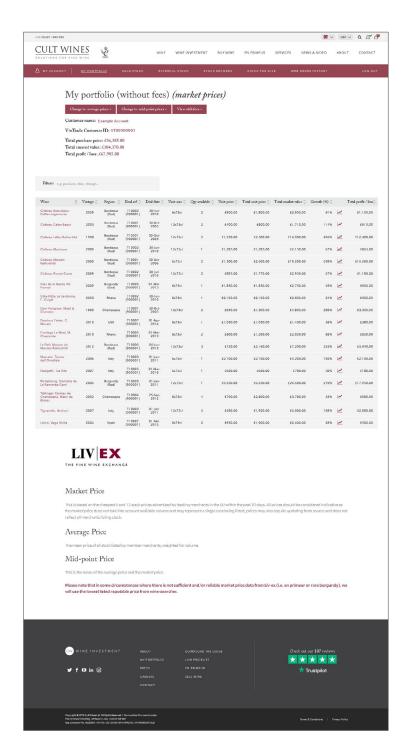
Whilst the portfolios are tailored to the individual, the wider stock management and buy/sale recommendations are decided by our investment team. When a specific stock or strategy requires attention, this will be passed down to the client via their portfolio manager and discussed in relation to their specific holdings.

An example of what the online portal shows and looks like can be seen by logging into our example account:

#### www.wineinvestment.com/login

Username: info@cultwinesltd.com

Password: cultwines



Cult Wines' holistic approach to the wine market means that clients receive all the information they could ever need to make the most out of their investment.

## Selling Your Wine

### **Exit or Partial Liquidation**

Cult Wines clients can liquidate all or part of their portfolio at any stage of the investment term. There is no lock up period and no liquidation fees will apply if you choose to sell your wine.

Cult Wines will provide advice on which wines to sell based on future forecasts, tactical allocation and risk assessment undertaken by our investment committee.



<sup>\*</sup>please note this can vary depending on size of the portfolio and market conditions.

Clients can view their current stock for sale with list and reserve pricing at all times, allowing them to track the ongoing liquidation of their wines.

## What are the Next Steps?

Your investment journey with Cult Wines begins by contacting our team of expert portfolio managers. Contact your local Cult Wines office using the details below:

United Kingdom +44 (0)207 1000 950
 Hong Kong +852 2818 0899
 Singapore +65 6909 8170
 China +86 21 6085 3559

Alternatively, follow the link below to request a call back at your convenience or to schedule meeting at our office.

#### Schedule a Call Back



# CULT WINES

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