



MEDIA FUND

Invest in the Future of Family Entertainment

CHF Enterprises Ltd presents an exciting opportunity for UK tax payers to invest in SEIS and EIS qualifying Family Entertainment via CHF's Investee Companies, whilst benefiting from risk mitigation through considerable investor Tax Relief and government backed Tax Credits.

A 40 Year Global Success Story The CHF creative team can trace its history back to UK's Cosgrove Hall producing household names including *Danger Mouse*, *Wind in the Willows*, *Noddy*, *Postman Pat*, *Roary the Racing Car*, *The BFG*, *Count Duckula*... winning 9 BAFTAs and 2 Emmys.

The CHF Media Fund was set up in 2014 to offer the opportunity to invest in the new slate of CHF content.

Why the CHF Media Fund?

- Proven Track Record and Award Winning Team with 250+ years collective industry experience with time also spent at Disney, Henson, Dream Works and more
- Low charges and market leading RIY
- 3-5 Year Exit Strategy from each show's launch
- Target Return 3 times net investment with unlimited upside and no cap
- Fortnightly Deployments with EIS 3's issued at earliest opportunity
- Unique Multiple Revenue Streams from worldwide broadcast and online sales plus licensing & merchandising - feeding target return and route to exit*
- Government Animation Tax Credit benefits should apply to all UK produced CHF shows

*CHF shows are enhanced by multiple revenue streams from global licensing & merchandising including toys, clothing, books, comics, music, computer games, apps, movies, educational material, live shows, club memberships, theme parks.

"CHF appeals to our clients – they grew up watching original Cosgrove Hall shows and take comfort in backing a quality team with an exemplary heritage. Many of our clients are parents who've bought their kids countless branded merchandise over the years. They fully appreciate the potential for uncapped returns derived from CHF's multiple revenue streams....
We're seeing excellent returns from the popularity of CHF's entertainment content around the world which further adds credibility to CHF's model."

Nick Buchan -
Director, Finance Shop, Norwich



Who is the Investment Suitable for?

UK tax paying individuals to whom any of the following apply:

- Income Tax Liability in the current or previous tax year
- Capital Gains Tax to defer or write off
- Would benefit from Inheritance Tax Relief
- Understand the risks of the investment and long-term nature in investing in a SEIS or EIS qualifying company

Benefits of SEIS and EIS

The CHF Fund is S/EIS Blended and offers bespoke EIS or SEIS only (subject to availability)*

- Up to 50% Income Tax Relief reducing net cost of investment up to 50p per £1 invested (50% SEIS Tax Relief, 30% EIS Tax Relief, 34% S/EIS Blended Tax Relief)
- Unlimited Capital Gains Tax (CGT) deferral with up to 50% CGT write off for SEIS
- 100% Inheritance Tax Relief after 2 years
- 100% CGT free gains - no further tax payable upon disposal
- Loss relief can apply to all Investee Companies

*CHF Investee Companies will have all received Advance Assurance as SEIS or EIS qualifying companies. EIS companies can receive up to £5m and SEIS companies up to £150,00 in any one tax year.

Creating, Owning, and Monetising Intellectual Property

Track Record Since 2014

£13 Million+ Under Management to fund:

- 4 long-form Animations
- 8 short-form Animations
- 2 character-lead Fitness Concepts
- 1 Christmas Special
- 1 Language Learning Program
- 1 YouTube online TV Channel
- 1 Feature Film

Case Study: Pip Ahoy!

- **2014:** Launch and Series 1 & 2 in UK and Ireland, a number one hit. Start at £1 per share
- **To 2018:** Series 3 and expansion into biggest TV and Online Networks in China, Middle East & North Africa with deals in negotiation for Asia-Pacific, Russia, Europe and Americas. Now at £2 per share
- **Next:** Further series rollouts plus global licensing & merchandising targeting a successful route to exit

The Offer

- **Opportunity:** Invest in individual SEIS/EIS SPV's
- **Minimum Investment:** £20,000 per individual
- **Timeline:** Fortnightly Deployments
- **Investment Allocation:** 100%
- **Fund Fees:**
 - 2.5% Fundraising Charge- incorporated into the share price
 - 1.75% Annual Management Charge- paid by the investee companies
 - 0.3% Annual Secretarial Charge- paid by the investee companies

Advisor Charge (if applicable): Up to 5% subscription amount- incorporated into the share price (for Advised Retail Clients only)

Commissions (applicable for Non-Advised Retail Clients only): 3% initial fee - incorporated into the share price. Plus 0.5% 4 years trail - paid by investee companies

Development and production fees, plus servicing fees for licensing & merchandising, distribution and music licensing (at market rates approved by the Independent Directors) - are payable by the investee companies

Financial Illustration

An investor's return will be determined by the value of their shares upon realisation.

Summary Financial Illustrations	Target Returns
Cost of investment	50,000
Less income Tax Relief at 34% (S/EIS Blend)	17,000
Net Cost Of Investment	33,000
Investment Target Proceeds	100,000
Total Return on net	300%
Average Annual Return (Tax Free)	25%

Target returns are illustrative only and are based on a single investment of £50,000 by an advised Retail Client. SEIS and EIS tax relief at 50% and 30% respectively applied against an investor's Income tax liability. The investments in each investee Company realised after 5 years from date of broadcast. The target return may not be a reliable indicator of actual performance. The value of an investment may go down as well as up and an investor may not get back the full amount invested.

What's Next?

- Potential opportunities to take a Studio Tour and/ or visit the Recording Studio
- Meet the Award Winning Team
- Follow the show's stars like Jason Manford and Sir David Jason
- Download Application Forms, Information Memorandum, Key Investor Document at: www.chfenterprises.co.uk

"The transparency of the investment process and the clear line of sight on what the portfolio will contain sets the Fund apart."

2018 Allenbridge Report, CHF Score: 85

"I have now recommended the products of CHF for nearly 4yrs. I find them to be an innovative, proactive company and their service and post investment back up is of a very high standard. I would have no hesitation in recommending CHF to advisers and clients alike...I've been able to invite clients to events which explain how their investment is used and gives them reassurance (including meeting David Jason!) and to the CHF Studio to see how the productions take shape which they found very interesting and cemented their decision to invest."

Andrew May - Senior Wealth Manager, AGL Wealth Management, Glasgow



Risks

Investment in the fund involves a high degree of risk. The level of returns and the availability and timing of relief for investors may be impacted by:

- Returns generated by the Investee Companies
- An investor's tax position and changes to legislation
- The availability of investment opportunities for the Manager and the S/EIS qualifying status of investments
- Tax rules, levels and regulations are subject to change and the availability of tax reliefs will depend upon individual circumstances.

Past performance is not a guide to future performance and may not be repeated. The value of an investment in the Fund can go down as well as up and you may not get back the full amount invested. You should consider an investment in the Fund as a medium term investment. Investments made by the Manager are likely to be illiquid. Investors are advised to seek relevant legal, financial and tax advice before making any decision to invest. Full details of the risk factors and associated mitigation techniques can be found in the 'Risk Factors' section on page 30 of the Information Memorandum.

Important Information

This Executive Summary is a summary of the Information Memorandum for the CHF Media Fund (the Fund) and is issued by Sapia Partners LLP, (the Manager), a limited liability partnership registered in England and Wales with the registered number 0C354934 and whose registered office is at 134 Buckingham Palace Road, London, SW1W 9SA, authorised and regulated by the FCA under number 550103. Investment management is provided by the Manager. This information does not constitute or form part of any offer for sale or solicitation of any offer to buy or subscribe to the fund. Any decision in connection with an investment in the Fund should be made only on the basis of information contained in the Information Memorandum. If you are in any doubt about the content of the Information Memorandum, and/ or this document and/ or any action you should take, you are strongly recommended to seek advice immediately from a financial adviser authorised under the Financial Services and Markets Act 2000, who specialises in advising on opportunities of this type. Nothing in this document or the Information Memorandum constitutes investment, tax, legal or any other advice by the Manager and your attention is drawn to the section headed "Risk Factors" in the Information Memorandum. The services provided by the Manager will not be suitable for all recipients of this document or the Information Memorandum.

All statements of opinion or belief contained in this Executive Summary or the Information Memorandum and all views expressed, statements made and all projections and forecasts regarding future performance of the Fund represent the Manager's own assessment and interpretation of information available to them as at the date of the Information Memorandum. No representation is made, or assurance given, that such views, statements, projections, forecasts or anticipated future performance are correct, attainable or complete or that the objectives of the Fund will be achieved. The views, statements, projections, forecasts and anticipated future performance are based upon various assumptions and estimates which involve significant elements of subjective judgement and analysis and which are subject to uncertainties and contingencies; actual results could differ materially from those set forth in such projections, views, statements, forecast and no responsibility is accepted by the Manager in respect thereof.