



PUMA HERITAGE  
Calculated Excellence

# Puma Heritage

PUMA HERITAGE'S PRIMARY OBJECTIVE IS TO GENERATE STABLE RETURNS FOR SHAREHOLDERS WHILE MITIGATING RISK

## The offer



### Simple trading strategy

First charge lending only.



### Track record

The trading adviser's track record in secured lending began in 2004, and to date 100% of capital has been repaid on all lending transactions.



### Operational liquidity

Liquidity is created naturally because the trading strategy is short-term secured lending only.



### Flexibility

Choice of income or growth shares and the ability to switch between them.



### Strong governance

The majority of Puma Heritage's Directors are independent.

## Independent reviews of Puma Heritage

*"The trading adviser has an established track record in making senior secured loans. Puma Heritage is not relying on a trade sale or 'exit' to provide liquidity as is the case with those making equity investments."*

**Tax Efficient Review, Martin Churchill**

*"For those investors seeking a BR qualifying investment at the lower end of the risk spectrum, this offer is well worth consideration. We are of the view that Puma is an expert in the sector of identifying, undertaking robust due diligence upon, and negotiating terms with companies that have to date provided capital preservation."*

**Tax Shelter Report, Allenbridge**

INTENDED TO QUALIFY FOR  
INHERITANCE TAX RELIEF AFTER

# 2 years

# £25k

MINIMUM SUBSCRIPTION

# No performance fees

AWARD WINNING

## INVESTMENT WEEK

## TAX EFFICIENCY AWARDS 2017/18

**WINNER**

Tax-Efficient Group of the Year

**GROWTH  
INVESTOR** | **FINALIST**  
2017 AWARDS | BEST BPR  
INVESTMENT  
MANAGER

## Example transactions



### Luton Airport Hotel

#### Overview of the loan

Puma Heritage participated in a £7.5m transaction to fund the development of a new-build 134-bedroom Ibis Budget Hotel.

#### Key features

- **Excellent location:** The site is located within walking distance from Luton Airport.
- **Security:** First charge over freehold site.
- **Forward sale agreement:** The sponsor had a forward agreement for the sale of the freehold to a blue chip investment house upon completion.



### Bishop Auckland

#### Overview of the loan

Puma Heritage has participated in a £1.3m facility for the development of a new-build supported living scheme in Bishop Auckland consisting of nine flats.

#### Key features

- **Loan repayment plan:** The developer has an agreed pre-sale of the scheme upon practical completion of the project.
- **Security:** First charge over freehold site.
- **Experienced developer:** The developer has previously completed over 150 supported living units.

## Summary of fees paid by a shareholder

<b>Initial</b>	1.5%	of amount subscribed
<b>Annual Advisory</b>	1% plus VAT	deferred and only paid in full if the company achieves a minimum return of 3% p.a.
<b>Dealing</b>	1%	on entry and exit
<b>Performance</b>	None	

## Risk Factors

You can only apply to subscribe for shares in Puma Heritage through a Financial Adviser who has assessed that a subscription is suitable for you. Below are the key risks of a subscription, however you should read in full the Puma Heritage Prospectus:

**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:** A subscription for shares in Puma Heritage 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 an individual's personal circumstances, minimum holding periods and may be subject to change. There can be no guarantee that Puma Heritage will fulfil the criteria to obtain Business Relief.

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



PUMA INVESTMENTS

Bond Street House,  
14 Clifford Street London, W1S 4JU  
Advisor Enquiries: 020 7408 4070  
Investor Enquiries: 020 7408 4100  
info@pumainvestments.co.uk  
www.pumainvestments.co.uk

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