

The Ton

Private Family Office Event
1 November 2018, Claridges



Debrecks



Integrity. Trust. Connection. The Ton.

DEBRECKS

EUROPE'S LEADING FAMILY OFFICE INVESTMENT PARTNER



CONNECTING DYNAMIC ENTREPRENEURS WITH EXPERIENCED INVESTORS

Private investment roadshows and bespoke events in Europe, Africa and Asia.



Relationships with more than 500 Families.



Raised in excess of US\$ 4 billion for a wide variety of investment strategies.

*Debrecks founded in 2000 to bring the most interesting investment ideas
to this new class of global Family Offices.*

Based in London, with connections around the globe, Debrecks founder Seig de Vater started his career at Cazenove & Co, where for 12 years he looked after Family Office funds and companies, building relationships with over 500 Families.

Seig created Debrecks as a vehicle to privately introduce the most interesting investment ideas to this trusted network of investors, built up over almost thirty years, incorporating some of the newest Family Offices and the most established.

Discreet roadshows and bespoke lunches provide the opportunity for pre-qualified Family Office investors to explore select investment ideas with individual entrepreneurs, in a relaxed salubrious environment.

Debrecks has raised in excess of US \$4 billion for a wide variety of investment strategies, connecting some of the world's most dynamic entrepreneurs with some of the most experienced investors.

Seig founded the Ton Private Family Office Events and the European Family Office Investment Forum and launched the first Family Office Leadership Summit and Family Office Investment Summit, in London.



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Since Weatherbys was founded in 1770 we have always looked ahead and always innovated. However, our focus on providing exceptional levels of personal service has remained a constant.

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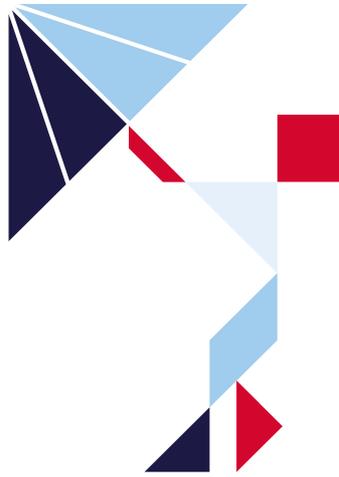


THE QUEEN'S AWARDS FOR ENTERPRISE

5 CARAT UNHEATED SRI LANKA SAPPHIRE AND DIAMOND RING



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Agenda

	<p>Welcome <i>Seig de Vater, Founder, The Ton</i></p>
	<p>Opening Address - Presentation One <i>Jamie Cayzer-Colvin, Caledonia Investments</i></p> <p>Jamie is an Executive Director at Caledonia Investments where he manages their fund investment activity. Caledonia was founded by Jamie's family following the sale of their operating company, British & Commonwealth and still control 50% of Caledonia's equity today. Jamie joined Caledonia in 1995, and joined the main Board in 2005. Before joining, Jamie served as an Officer in the British Army. This was followed by a spell at Close Brothers, then as a Brand Manager with the Whitbread Beer Company, and finally as a Business Development Manager at GEC from 1992-1995. He is currently Chairman of The Henderson Smaller Companies Investment Trust, the Heritage of London Trust, and the Royal Horticultural Society Pension Fund and a non-executive director of Polar Capital Holdings. He is also on the board of a number of Funds and Private Companies. Jamie has an MBA from Henley Management College.</p>
	<p>Presentation Two <i>Roger Weatherby, Weatherbys</i></p> <p>Roger Weatherby has been CEO of Weatherbys Banking Group since 2000. The Banking Group covers Private Banking, Retail Banking, Investment Advice, Financial Planning and Tax Services. He is also Chairman of the Bank's asset finance subsidiary, Arkle Finance Ltd and Chairman of the HNW insurance agency Weatherbys Hamilton LLP. Prior to joining Weatherbys, he spent 11 years with Cazenove, in London, Sydney and New York. As well as his role at Weatherbys Banking Group, he is currently the Non-Exec Chairman (known as Senior Steward) of The Jockey Club, the largest racecourse group in the UK and owner of training gallops and The National Stud. He has also spent time as a charity trustee and chairman supporting charities such as Racing Welfare and The Racing Foundation.</p>
	<p>Presentation Three <i>Armand Sander, CEO and Owner, Zonasander</i></p> <p>Armand Sander is a serial entrepreneur with a vast background in both finance and property development. Having graduated from Copenhagen Business School with a degree in business administration and finance in 1986, he joined Realia Real Estate, a nationwide Real Estate company in Sweden. After becoming a partner and having a key role in Realia's IPO in 1988, Armand decided to leave the company and sell off his shares. Subsequently, the career as an independent entrepreneur commenced. It was during the 1990s financial crises in Sweden that Armand gained further recognition as a developer due to his extensive work with repos for banks with collapsed real estate companies. The first residential property built as an independent developer gained attention not only in the city of Malmö, but also internationally by winning the Mies Van der Rohe award for best architecture, which helped give a strong position in the city of Malmo's decision to further develop residential areas.</p> <p><i>Axel Sander, Operations Manager and Owner, Zonasander</i></p> <p>Axel Sander is an experienced Operations Manager with a demonstrated history of working in the leisure, travel & tourism industry. Having recently graduated with an (MA) in Business Management from University of Glasgow, Axel brings crucial sales and tourism experience of Mallorca to Zonasander. Whilst being involved with numerous property projects during his time at University, Axel has also been running his teams in his own insurance company, social media app and hospitality business on Mallorca. With his management knowledge and experience in sales Axel runs the everyday activity of Zonasander and continues to learn more about property development from his father.</p>

Agenda

Presentation Four

Benjamin Ayres, Chief Executive Officer, Bagboard

Before starting Bagboard, Ben worked as a trader at Morgan Stanley and Credit Suisse, gaining a notable enough reputation for his cross-bank move to be featured in the financial press. One of just 81 chosen from 35,000 applicants for Morgan Stanley's 2012 Sales & Trading summer internship, he became one of only 26 hires in its most competitive year ever. The following year he was recognised as best graduate in training for that year's intake. Ben graduated with Honours in Mathematics from Edinburgh University.

Ashleigh Bishop, Chief Marketing Officer, Bagboard

Ashleigh previously worked at Advertising Agency McCann Erikson, managing fully integrated campaigns for key global accounts such as Pandora, Nestle and Microsoft. Prior to this she worked at NewsUK where she looked after The Sun's in-house marketing output, during which time The Sun won Marketing Team of the Year. Ashleigh has worked in Advertising for over 8 years since graduating from the University of Nottingham in 2010.

Presentation Five

Dan O'Connell, BrandLab

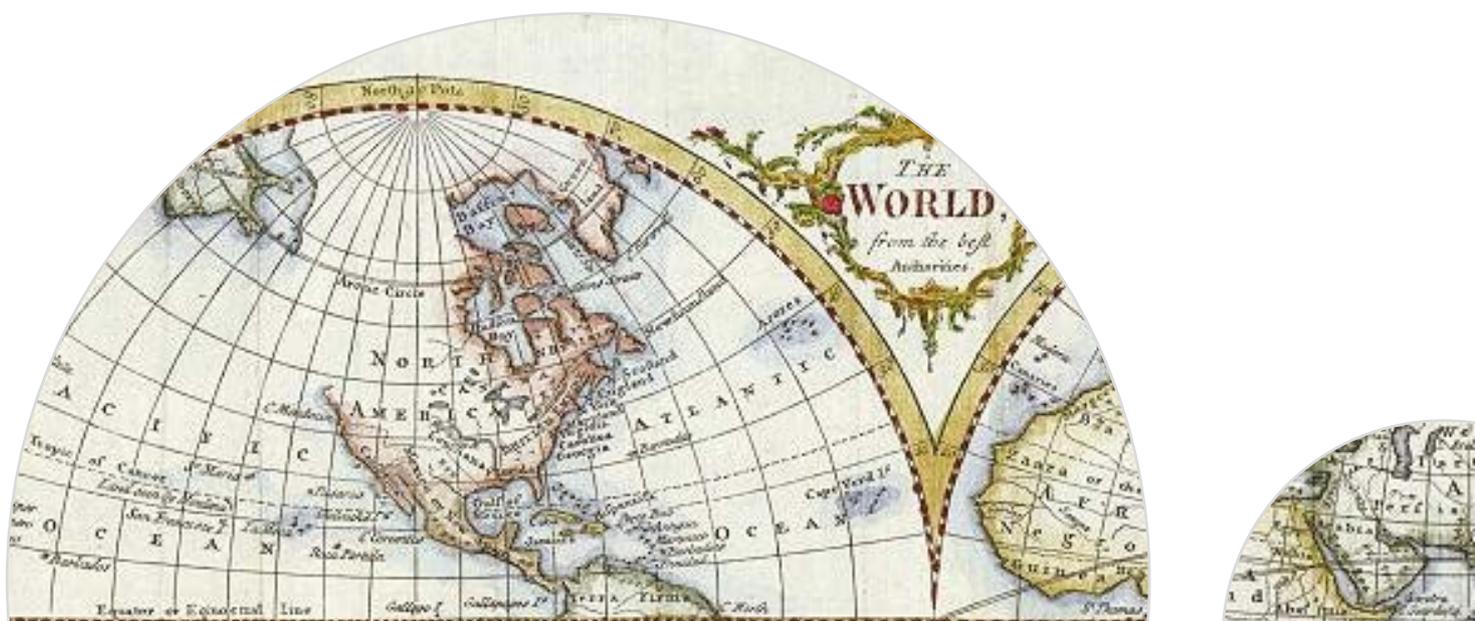
Dan O'Connell has a background in investment management and started to formulate the idea of BrandLab after investing in, and then running, a small commercial fashion brand. Frustrated with the inefficiencies of the ordering processes within wholesale fashion, as well as being disappointed with the lack of sales generated at expensive trade shows, he began to product develop the idea with co-founder Jen Drury and jointly formed Brand Lab Fashion in early 2016.

Jennifer Drury, BrandLab

Jennifer Drury has a background in Human Resources and Recruitment and came into the fashion industry when she opened a number of womenswear boutiques. As a fashion buyer, she became frustrated at the obstacles of trying to buy from multiple fashion brands with differing distribution models, as well as finding it hard to discover fashion brands at declining trade shows. As a result she jointly founded Brand Lab Fashion with Dan O'Connell in early 2016.

Thank you and Closing Address

Seig de Vater, Founder, The Ton



Speakers



Caledonia is a self-managed investment trust company with net assets of £1.8bn. Our heritage can be traced back to the shipping empire established by Sir Charles Cayzer in 1878. We continue to enjoy the backing of the Cayzer family, who own some 48.5% of the share capital. The Cayzer family shareholding provides both support to our long term value investment horizon and provides a foundation to our culture of conservative generational wealth management. Caledonia maintains a concentrated portfolio of international investments and funds. These are organised as pools of capital, with clearly agreed objectives and strategy. We believe in good transparent governance, keeping our promises and behaving properly. We are unique, not for what we do but for what we are and how we do it.



Weatherbys is a business that has always looked forward and always innovated. The original Weatherbys business, focused on providing services to the racing industry, was founded in 1770 by solicitor James Weatherby. The Banking Group has grown out of his vision and is today part of a seventh generation British business, with a history of careful stewardship and responsible management rooted in family values. As one of only two privately owned banks in Britain, we have the freedom to decide how we run the bank and how we look after our clients. Our clients particularly value the flexibility of the service we offer and how quickly we respond to them, whether that's in relation to picking up the phone or helping to organise a loan. We also know that our clients greatly value our focus on reliability. Weatherbys not only came through the 2008 crisis unscathed but thrived as a result of clients looking for a cautious approach to banking. But above all, we know that it's the one to one relationship with their private banker that our clients value the most; someone who knows exactly who they are and how they like their banking organised.



Zonasander is a family boutique Property Development Company with over 30 years of experience. The company with Armand Sander at the helm takes pride in its award winning standards of design and creativity which is evident in each of their projects. Having developed several projects in Sweden since 1990 Armand and his wife Maria, together with their youngest son Axel saw a huge potential in the rising demand of quality housing on Mallorca, Spain and decided to move their business from Sweden to Mallorca in 2015. Altogether, Zonasander has extensive experience in property development with more than 250 apartments built over multiple major developments. The company now focus on being part of turning the large stock of non-modernized buildings in Palma into creative and unique quality housing fit for both Spanish natives and affluent foreigners looking for a holiday home.



Bagboard is a London startup, established October 2016. We have an innovative solution to replace single-use plastic bags in the retail sector with premium, eco-friendly, reusable paper alternatives - completely free to both retailers and consumers - funded by 3rd party advertising displayed on the bags. Plastic bags constitute a major portion of landfill and floating marine debris in our oceans. Our vision is the worldwide replacement of single-use plastic shopping bags with multi-use, eco-friendly alternatives - starting with London, then expanding across the UK before going global. Billions of unbranded shopping bags with adequate display space leave stores every day. We plan to utilise this unused asset by creating an innovative new advertising format. This addresses multiple market needs. For retailers - a supply of free, premium bags that are good for the environment. For consumers - mitigation of forgetful shopping habits and associated negative environmental impacts. For society - a reduction in environmental waste. And for advertisers - an innovative new method of reaching audiences.

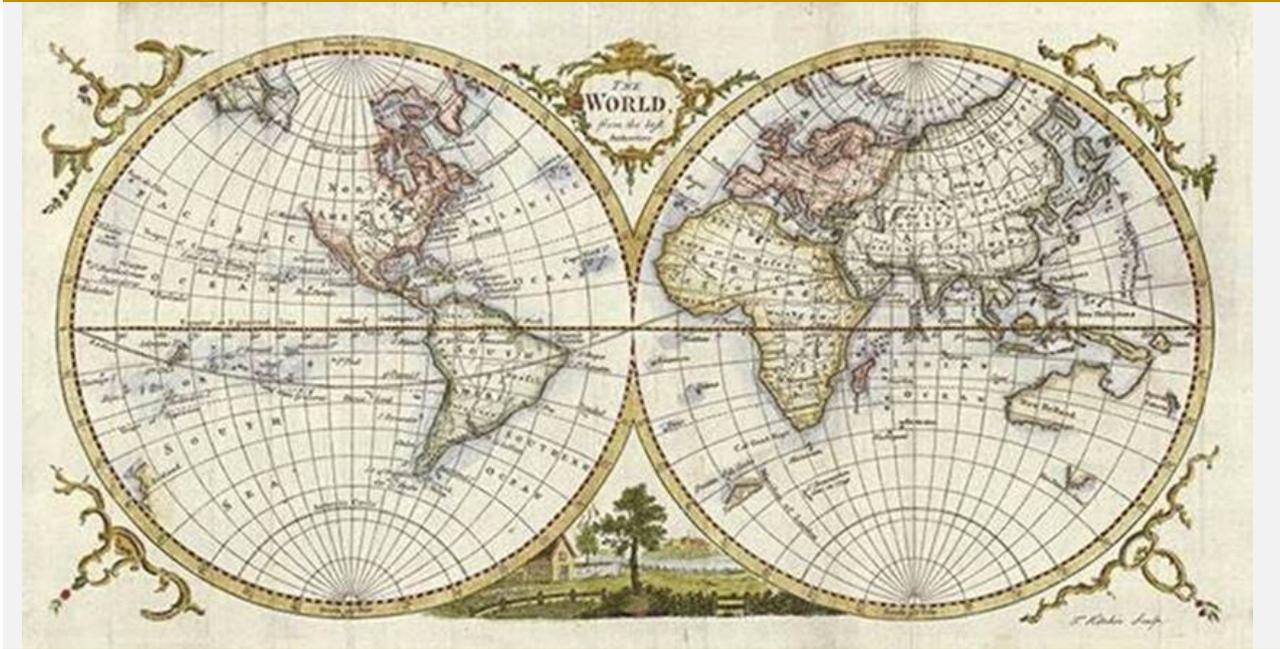


BrandLab fashion is the fastest growing wholesale platform in the world. The company has developed a unique software platform that has been describes as the most significant development in wholesale fashion in over 30 years. The wholesale fashion industry is worth hundreds of billions every year but suffers from two major problems. Firstly, very few brands have adequate B2B ordering systems to process their business with agents and retailers and many brands have no B2B systems at all. Secondly, there has been a fast decline in the success of traditional sales channels such as expensive trade shows and showroom sales and many commercial fashion brands are looking for a more cost effective model to increase sales globally. BrandLab has invented and built a disruptive technology to address these two main issues. Firstly, we have developed an end to end back office solution that means fashion brands can run all business through the platform in an easy to use interface and secondly a solution to increase sales for commercial fashion brands.

The Ton Almanac

Private Family Office Events

We are delighted to announce THE TON'S 2019 gatherings



Thursday, 14 March 2019

London Ton, The French Salon Rooms, Claridges Hotel, London

Thursday, 2 May 2019

Le Bon Ton, Yacht Club de Monaco, Monaco

Thursday, 20 June 2019

Africa Ton, The French Salon Rooms, Claridges Hotel, London

Thursday, 19 September 2019

Jersey Ton, Hollybank House, Jersey

Thursday, 7 November 2019

London Ton, The French Salon Rooms, Claridges Hotel, London

Thursday, 14 November 2019

Irish Ton, Ballynatray Estate, Ireland

These are private events for leaders and entrepreneurs from the family office, business and finance worlds.

Please note that all these events are by invitation only.

RSVP: seig@theton.co.uk & marguerite@theton.co.uk

The Ton Limited

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Marguerite L Weber | Mob. +44(0)7733 105506

The Ton Testimonials

PALLETWORKSLTD

"Our project was a little unusual but Seig and his team were able to communicate this very effectively to their network. This ensured not only a successful fundraising but also long term commercial relationships which have been invaluable."

Henry Guy Stevens
Founder & Chairman, QXE Industries Limited

SRM

"I was fortunate enough to speak at one of the first Ton events about cyber security and other physical threats facing high net worth individuals and families. Seig pulled together an amazing group of highly successful people who not only enjoyed the fascinating presentations but also the opportunity to share their experiences and concerns about succeeding in these challenging times. I would strongly recommend anyone who gets the chance to attend or speak at one of these Ton events to do so."

Ed Butler CBE, DSO
Executive Director & Senior Advisor, SRM

DNRC
DRINKING
OUR RESOURCES
WISDOM

"The atmosphere was intimate and friendly, and the IT people were competent (which I have to say is not my experience on most such occasions). I was very struck by the variety of interesting people who were there. So, very many thanks for letting us join you to sell our wares. Not only did we enjoy ourselves, but we have made some useful contacts. Many thanks."

General Sir Timothy Granville-Chapman,
GBE KCB, Grosvenor Estate
The Duke of Westminster's Office

D
DRAPER&DASH

"Over the years I have worked alongside many start-ups, entrepreneurs and investors. As part of our first serious capital raise we explored a number of processes and reached to a number of VCs and brokers as a means of finding the right partner for our capital raise. We were introduced to a very charismatic and effective relationship specialist, Seig, who took a personal interest in our process and ensured that we were matched with a team of great investors, advisors and influencers. The process could not be more seamless with great returns on the investment. We were not just looking for cash, we were looking for value adding capital and really found that in Seig and his team."

Orlando Agrippa
Founder & CEO, Draper & Dash

neyber

"Seig was invaluable in helping to guide our early fundraising efforts. Always honest in his approach with us and potential investors, ensuring that we were well prepared to discuss areas of interest. The events we held were always enjoyable and insightful and we have built long lasting relationships with many of the contacts he introduced us to."

Martin Ijaha
Co-Founder & CEO, Neyber

"I can highly recommend the Ton experience. Their network is very strong and critically it is with individuals who are actively looking to invest and are not wasting time. The event is beautifully presented and expertly managed on the day with a professional team. However, this is much more than just a high net worth get together / networking event - these are serious investors and very entrepreneurial. We raised over £1m from our presentation at the event and post meetings were swift with funding received within six weeks. It's like very sophisticated crowd funding but with better wine!"

Entrepreneur of the Year, National Business Awards

David Spencer-Percival
Founder & CEO, Rosemary Water

ROSEMARY
WATER

"We were fortunate enough to be introduced to Seig, who gave us an honest and insightful evaluation of our business and our chances of investment. As a result of Seig's unrivalled contacts, knowledge and acumen we were able to complete our investment round very quickly, with Seig assisting to make sure that we met investors with relevant experience and skill sets to make a real difference. Since our investment round, our company has enjoyed astonishing growth with Seig remaining in close contact and now advising on the next stage of our funding requirements. I couldn't recommend Seig highly enough; he is supportive, helpful and shows great empathy and understanding. We couldn't have got where we are if it wasn't for Seig's help and we consider him a trusted advisor and friend."

Dan O'Connell
Founder & Chairman, Red Storm Agency

brand lab

"Seig has a tremendous rolodex of family offices and investment personnel. Seig is very thorough on his due diligence of those who pitch investment ideas and has a great rapport with the families at the events. The added due diligence and the environment he creates with investors through the events, makes it easy to do business with Seig and potential investors. I would highly recommend Seig to others who are looking to raise money, due to his professionalism, fun nature and his ability to deliver."

Rahul Mehta
Family Director, ParkerLloyd Group

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"We had a most successful and enjoyable experience with Seig during our last funding round; a most unique way of connecting with influencers and potential investors that form part of Seig's personal worldwide network of business leaders and founders. We would not hesitate in recommending Seig services to other entrepreneurs and welcome the opportunity of working with his team again".

Mick Newton
Co-Founder & CEO, Live & Loud

LIVE&LOUD

The Ton Limited

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We're Bagboard

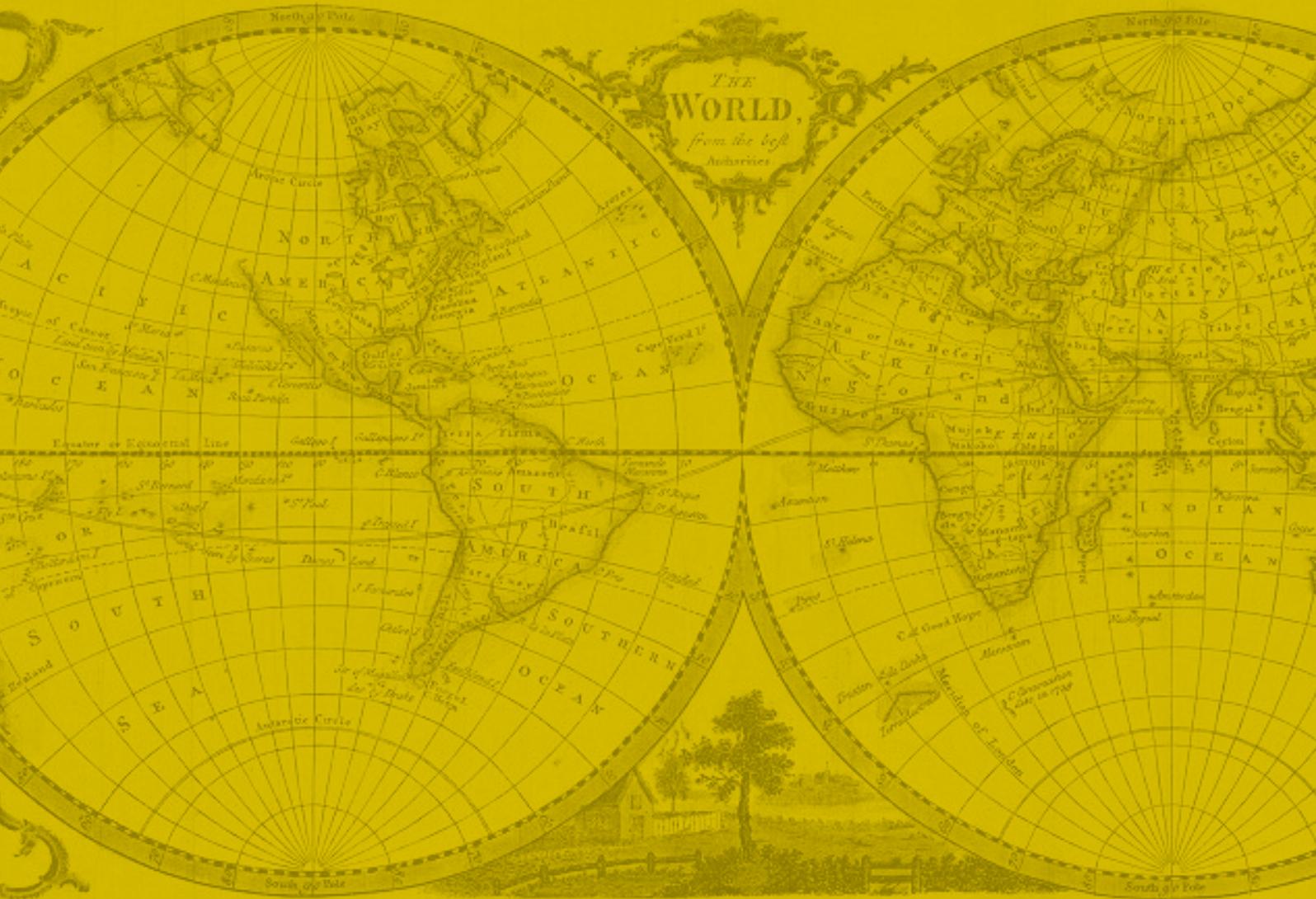
A new way of advertising.

Where digital meets out-of-home,
and consumers actually want to listen,
to brands choosing to save the world.

One bag at a time.



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for more information please contact
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