

The Ton

Private Family Office Gathering
Thursday, 14 November 2019, Claridge's



Debrecks



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DEBRECKS



CONNECTING DYNAMIC ENTREPRENEURS WITH EXPERIENCED INVESTORS

Private investment roadshows and bespoke events in Europe, Africa (Mauritius), Asia and Australia.

Relationships with more than 800 families

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

Debrecks brings 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 800 families and their businesses.
- In 2000, 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 and friendly 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 gatherings and the European Family Office Investment Forum and launched the first Family Office Leadership Summit in London.

I found the Ton events extremely helpful for getting in front of the right people at the right time (seed/second round investment/pre private equity). When it comes to UHNW investors Seig is seriously connected. These are hand-picked and sophisticated investors and I think it's fair to say it's the best £20k I've ever spent. We raised £1m investment capital in 10 minutes. And more importantly - from the right people - supportive and experienced investors willing to use risk capital for potential high returns.

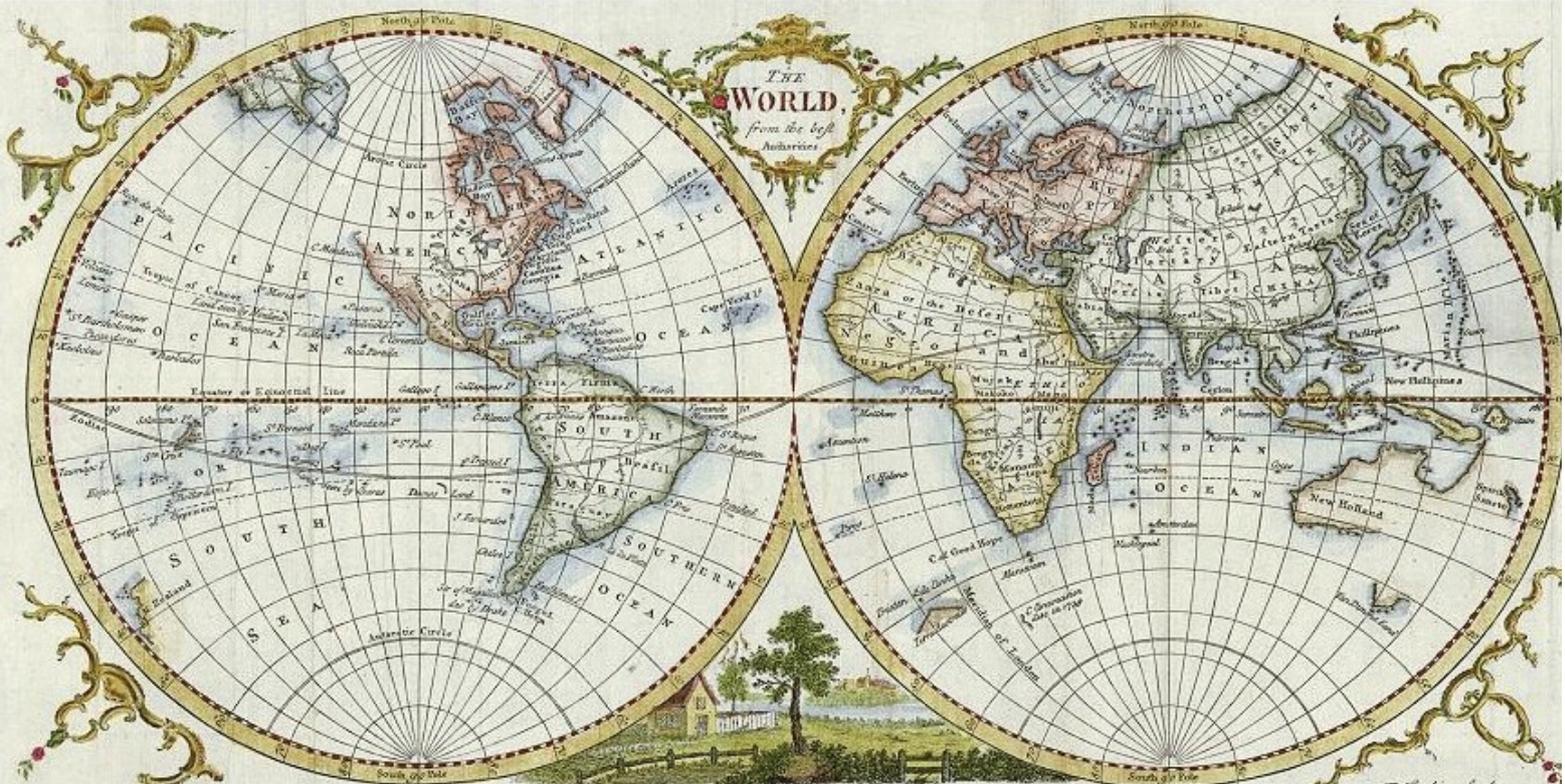
David Spencer-Percival, CEO & Founder of Rosemary Water.

We really enjoyed being included in the Jersey Ton event and we had a most interesting time. We were very impressed with the manner in which the whole event was conducted, a very gentlemanly approach and we really found he talks informative. A very engaging couple of days.

Fiona and Michael Barclay

The Ton

Private Family Office Gathering



The phrase *le bon ton* means “good form”, a requirement of members of the British elite during the 18th-century when Britain was at the epicentre of technological innovation, exploration and huge economic growth.

This elite became known as the *Ton*.

The Ton were a select group who understood each other, socialised together, invested together, and made the far-reaching decisions that shaped the globe then and now.

The Ton were successful due to these relationships and the investment decisions that developed from them. Investment decisions were more efficient and effective because people knew each other well.

We have found over the years the new global Ton works as well as the old. We have been marketing to Family Offices for over 25 years. We founded the largest Family Office event in Europe. We know who’s who. We know which people have proven themselves as investors over many years, and they know us.

It is our aim to refine and contact a select and relevant group in order to be more time-efficient and therefore achieve an increased level of opportunity, cooperation, connection, and co- investment.

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Agenda

Registration
Buffet Lunch
Welcome and Opening Address <i>Seig de Vater, Founder, The Ton</i>
Presentation One Why Support the Special Boat Service Association <i>Will Stephens, CEO, Special Boat Service Association</i> Will Stephens was appointed as Chief Executive Officer of the SBSA in September, 2018. Prior to this appointment, Will spent 12 years at the RNLI where he led the Operations Team.
Presentation Two Providing Investors with Innovative Investment Strategies Through Our Multi-boutique Approach <i>Nick Hamilton, Chief Executive, Funds Management</i> Nick Hamilton is the Chief Executive of Challenger's Funds Management business which includes Fidante Partners and Challenger Investment Partners. Nick joined Challenger in 2015 and was appointed Chief Executive, Funds Management in September 2019. In this role he has overall responsibility for Challenger's Funds Management business including Fidante Partners and Challenger Investment Partners. Prior to joining Challenger, Nick held senior leadership roles at Colonial First State and Invesco. Nick has more than 20 years industry experience gained across Australian and international markets and has successfully led top tier global equity and multi-asset businesses both in Australia and the UK. <i>Hugh Ferrand, Head of Institutional Distribution</i> Hugh joined Fidante Partners in April 2018 where he is responsible for developing Fidante Partners' institutional business. He has over 20 years' experience in Institutional sales, principally as head of the Invesco Institutional Division, where he successfully grew the Institutional business whilst developing strong relationships with clients across pension schemes, family offices, charities, endowment funds and insurance firms. Hugh's career began at Cazenove in 1981 in London, followed by roles in Hong Kong and New York. Hugh then moved to the investment management side, initially at Adam Bank, the first new bank in Edinburgh for 150 years, and then at Blairlogie Asset Management, a boutique Global Equity and Emerging Market fund manager which took him from Edinburgh back to the US. Hugh is currently a Governor at Birkbeck College, part of the University of London, and was himself educated at Eton College and Oxford University. As well as working at Fidante, Hugh is involved in farming and tourism in the north of England and Scotland.
Presentation Three Urban Adventure – The Next Global Leisure Brand <i>Kevin Bacon, Co-Founder, Group CEO, Urban Legacies</i> Kevin has a reputation for growing brands and building high performance team in the hospitality and leisure industry (30+ years). In 1995 he co-founded Frankie & Benny's, one of the UK's largest casual dining brands, overseeing growth to 180+ restaurants. Kevin was Group Managing Director of FTSE 250 The Restaurant Group plc - 7 brands across 344 sites with a market capitalisation of £1.2 billion. Past and present non-executive directorships/advisory roles include Flypay, Chester Racecourse and TeamSport. <i>Justin Beavis, Co-Founder, Chief Development & Commercial Officer, Urban Legacies</i> Justin has a background in investment banking and corporate development. He started his career with Close Brothers in Germany, fast recognising his passion for the leisure and consumer sectors. Justin subsequently established an advisory business working with infrastructure funds, retail developers and asset managers. Justin is Senior Advisor to Future Foundations, a provider of development programmes for young people, and Trustee of Community Leisure Services Partnership, a charity operating fitness and leisure facilities.

Agenda

Presentation Four | Mezzanine Finance for the SME Sector

James Bromhead, Partner, Anticus Partners

James Bromhead joined Anticus in 2019 and has 30 years' experience in funding and running SMEs. James is the founder investor and Chairman of Immersive Labs, the World's fastest growing Cybersec training company and is now Non-Executive Director, Return to date 38 x. He Co-founded EastWest Partners in 2012 and was Chairman of Cyberlytic, In asset management and key funder of Syndicate AM, Equity Pre-IPO and Cobra Capital. James served as an officer in The Light Infantry for five years. He entered the finance world in 1986 as an apprenticeship with Capel-Cure Myers before becoming a founder member of Beeson Gregory in 1989 which sold to Evolution for £100m in 2003. In 2007, he launched Noble's emerging markets operations into India. James is also a mentor at Cylon.

Jonathan Freeman, Director, Anticus Partners

Jonathan Freeman joined Anticus in 2015 and has 25 years' experience in SME funding at the operational level. He is the Founder and CEO of Syndicate AM which was sold to Investec with £6.5bn of AUM for £100m and Founder and CEO of Cobra Capital and Equity Pre IPO-Investments, with a focus on investing in SMEs. Jonathan is currently Director of Kingswood Holdings (asset manager-£2BN AUM), Futura Medical (healthcare-market cap £100m) and Braveheart Investment (niche investor-NAV £2.3m).

Presentation Five | Nu-ROCK Turning Waste into Revolutionary Building Materials

Maroun Rahme, Founder & MD, Nu-ROCK Technology

Maroun Rahme is an architect, builder and developer having studied Architecture at the Institute of Technology in Sydney. He is also an inventor and entrepreneur and following many years undertaking numerous retail, commercial, industrial and residential property developments, in 1990 he developed the unique Nu-Rock Technology production process. A Joint Venture in Newcastle, South Africa producing 10,000 residential dwellings manufactured by Nu-Rock building materials followed and an agreement has been entered into with Energy Australia to build a facility at Mount Piper Power Station, NSW, Australia. In 2015 Nu-Rock became award winning technology picking up the prestigious CARE CRC Award recognising Nu-Rock's unique technical innovation in the area of contamination assessment & remediation of the environment. It also received the Green Building Product of the year at Australia's Sustainability Awards.

Presentation Six | Fairway Capital – PCL Opportunity Fund

George Brooksbank, Founder & CEO, Fairway Capital Ltd

George is a Prime Central London real estate and finance specialist with close to 20 years experience. He set up Fairway Capital in 2016 with the sole purpose of launching a Fund to take advantage of prevailing market conditions, fundamentally the scarce supply of best-in-class turnkey stock in Belgravia, Knightsbridge and Mayfair. He has been working on the concept of this Fund since the EU referendum, analysing previous crashes and dips in the market and firmly believes the opportunity is now. He has extensive knowledge and experience within the target market having been involved with over 50 projects, including the redevelopment of Margaret Thatcher's former home on Chester Square. He also founded the Fund's development partner, Leconfield Property Group, in 2010 and advises a number of family offices in the MENA region on property and finance.

Presentation Seven | Challenging the Challenger Banks

Chris Jones – Joint Founder, Kasket AG

Chris brings 30 years of international experience selling, delivering and managing fintech businesses, across BT, Capgemini and his own company. He has successfully worked with the Bank of England, the European Central Bank and SIA Group (Milan) to deliver critical national infrastructure. More recently, he was responsible for negotiating commercial relationships with the likes of Google, Yodlee, FIS and others to monetize data for the SIX Group (Zurich), owners of the new SDX digital exchange. Chris and his fellow founder Neil Kirk are both active with the Crypto Valley Association in Zug and help keep alignment with SDX in Zurich. With Kasket, they will blend Challenger Banking with the emerging Digital Wealth economy.

Thank you and Closing Address

Seig de Vater, Founder, The Ton

Drinks and networking

Speakers

	<p>The Special Boat Service Association (SBSA) is a charity that provides an extended welfare system to its members. There are, sadly, a growing number of members and their dependents for whom, through physical or psychological injury, bereavement or adversity, the SBSA now has a responsibility. The SBSA fills a delta of need which, because of the special nature of the people they support, raises that support to a level of the very highest quality which is deemed to be appropriate.</p>
	<p>Fidante Partners is an international asset management business that partners with talented investment teams to deliver accelerated business growth. As a multi-boutique investment firm, Fidante builds successful alliances with a diverse range of traditional and alternative investment managers; liquid and illiquid. Fidante's deep experience in asset management and solid operational infrastructure frees investment decision-makers to focus on what they do best: manage client portfolios. Fidante's global platform offers strategies that resonate across institutional, wholesale, family office and retail investor channels. Fidante's first specialist investment business was formed in 2005 and they have since grown to become Australia's leading multi-boutique asset manager. Fidante has offices in Sydney, London and Stockholm, and is fully owned by Challenger Limited, an ASX-listed investment management firm and regulated life insurer with USD 57.5bn in AUM as at 30 June 2019.</p>
	<p>Responding to consumer trends and demand for more experiential leisure, Urban Legacies is the creator of Urban Adventure, a new sports, entertainment and lifestyle experience. Appealing to people of all ages and abilities, Urban Adventure is developing destination venues with high quality environments bringing together 15+ leisure experiences (e.g. indoor canyoning, surfing, climbing, ice-climbing, 4D/VR, etc) with complementary f&b/retail and brand partnerships - all under one roof. Considerable interest has been received from developers, asset managers and government agencies around the world, including Europe, North America, Asia and the Middle East. With a prime US location secured, the first flagship centre will launch in Dallas, one of America's fastest growing markets. Supporting a multitude of agendas, including sport, wellness, education and tourism, solid foundations are being laid for building a sizeable, high growth and high value international leisure brand. Inspiring people to be active in a fun and inspiring way.</p>
	<p>Anticus Partners Ltd is a Yorkshire based private equity company, with an 8 year track record of investing in SMEs in the Yorkshire and Humber region. We are a highly experienced, professional and proven team. Our new Anticus Mezzanine Fund 1 is an Alternative Investment Fund that will provide loan finance into unquoted small and medium sized businesses located across the UK. The investments made by the Fund will benefit from low risk, secured loans, repayable over 3 to 5 years, with an upside instrument providing an equity style return if investees meet pre-agreed targets.</p>
	<p>Nu-Rock is a unique patented technology that utilises stockpiles of ash waste and other waste streams from power generation, steel manufacturing and non-ferrous metal smelters. The technology converts this waste material into sustainable building products that out-perform traditional products on all performance measures whilst comprising up to 95% waste material. Successfully trialled and rigorously tested by leading scientific institutions the technology involves the construction of manufacturing plants on power station sites with each plant capable of processing up to 250,000 tonnes of ash and other waste material per annum. Nu-Rock is ready to play a major role in remediating ash dams and ash repositories worldwide that pose risks to human health and the environment by cleaning up damaging waste deposits and eliminating the risk of leakage of toxic trace elements.</p>
	<p>Fairway Capital is a boutique investment management firm who have launched an Opportunity Fund to take advantage of an opportunistic time within the Prime Central London ("PCL") residential property market. Partnered with Leconfield, a luxury developer with comprehensive in-house resources (construction, Joinery, Architects, Interior Designers and various professionals), they have exclusive access to value-add opportunities in the 'golden postcodes' of Belgravia, Knightsbridge and Mayfair. The Fund will focus on prime garden squares, delivering a premium product to a market where stock is in short supply. The Fund provides investors a professionally managed means of accessing PCL real estate in a tax efficient vehicle combined with a guaranteed exit and capital protection (via a Put Option) whilst delivering attractive risk-adjusted returns.</p>
	<p>Kashet is the challenger of challenger banks – designed for digital assets from day one and driving innovation in the emerging new digital wealth sector. As a “fast-follower” in the European retail banking space, its regulated open banking e-wallet will offer a fundamentally better way to manage your money, digital assets and integrate multi-currency accounts. Customer service will be one of the early ways Kashet will establish trust and differentiation. Kashet has partnered with some of the world's very best financial services providers, including Mastercard, Mambu and Clear.Bank, as well as engaging PWC as advisors. With a Head Office in Switzerland and Banking Operations in the UK, applications for FCA (UK) and Finma (CH) regulatory approvals are underway. The founding team comes from blue-chip banking and finance backgrounds, experienced at delivering new technology platforms and customer propositions.</p>



Kashet

Challenging the Challenger Banks

- ◆ Kashet will provide the world's most convenient and trusted digital wallet, which offers exceptional Swiss design and user experience.
- ◆ Aimed at an ever-growing mobile society, helping customers use new digital wealth.
- ◆ European regulated from day one, with multi-currency bank accounts and Swiss digital asset services.
- ◆ Mastercard Open Banking Technology will allow Kashet to sit above existing bank accounts, providing all financial accounts to be viewed and consolidated within a single application. There is no immediate need to change existing banking relationships, driving fast adoption.
- ◆ We will use data and AI to help customers live their lives with a flexible and intuitive service.
- ◆ Kashet will become a preferred place to execute all day-to-day transactions with convenience, trust and simplicity.

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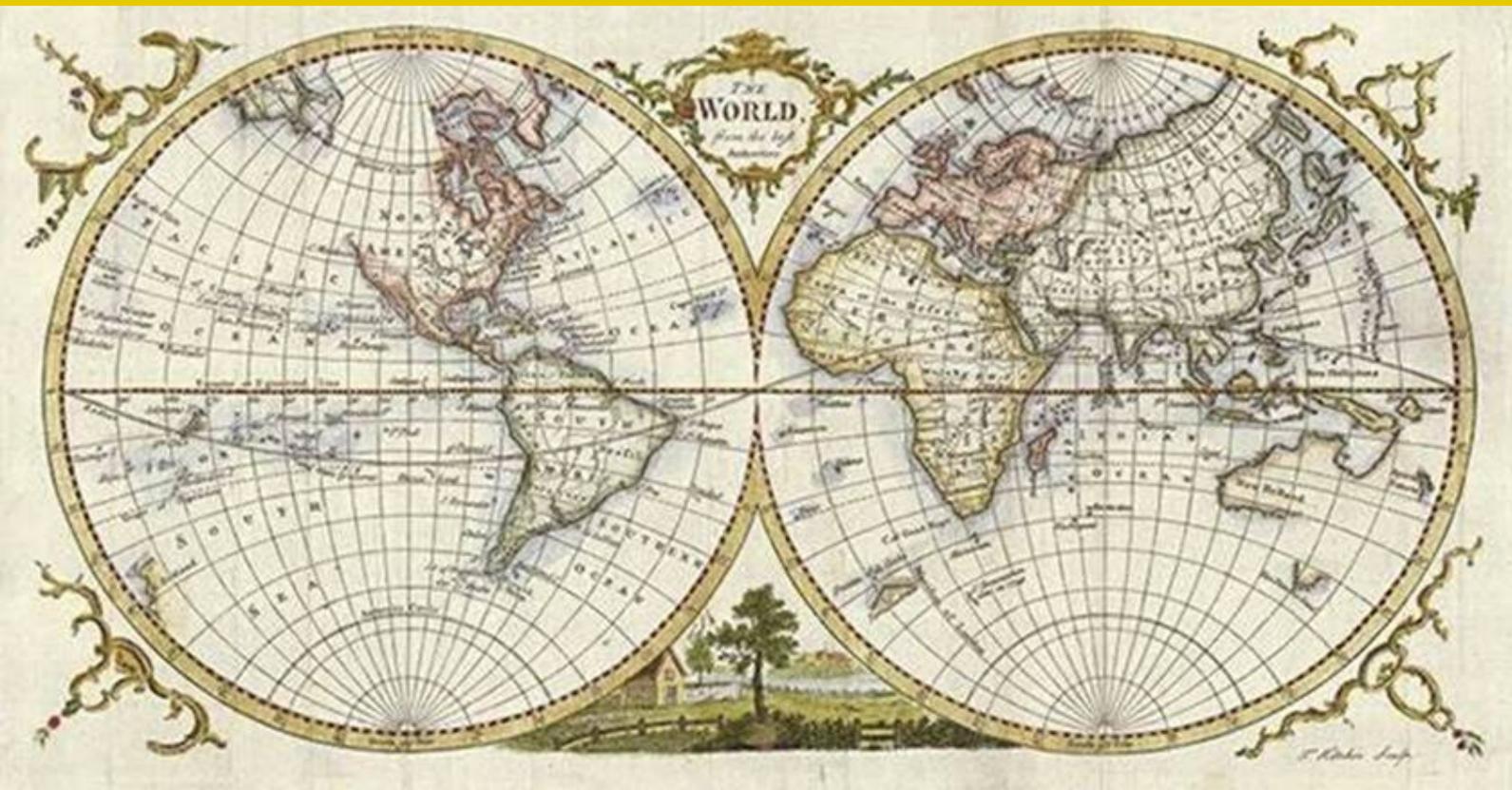
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The Ton

Private Family Office Gathering
Thursday, 5 March 2020, Claridge's



We are delighted to announce THE TON'S next London gathering on

Thursday, 5 March 2020

The French Salon Rooms, Claridge's Hotel, Mayfair

The event will start with Registration at 12:15pm with a buffet lunch followed at 1.30pm by brief but enlightening presentations from members of 'THE TON' and other experts in their respective fields.

This private event is for leaders and entrepreneurs from the family office, business and finance worlds.

Please note that this event is by invitation only.

The Ton Testimonials



"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



"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



"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



"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



"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



"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



"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



"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".

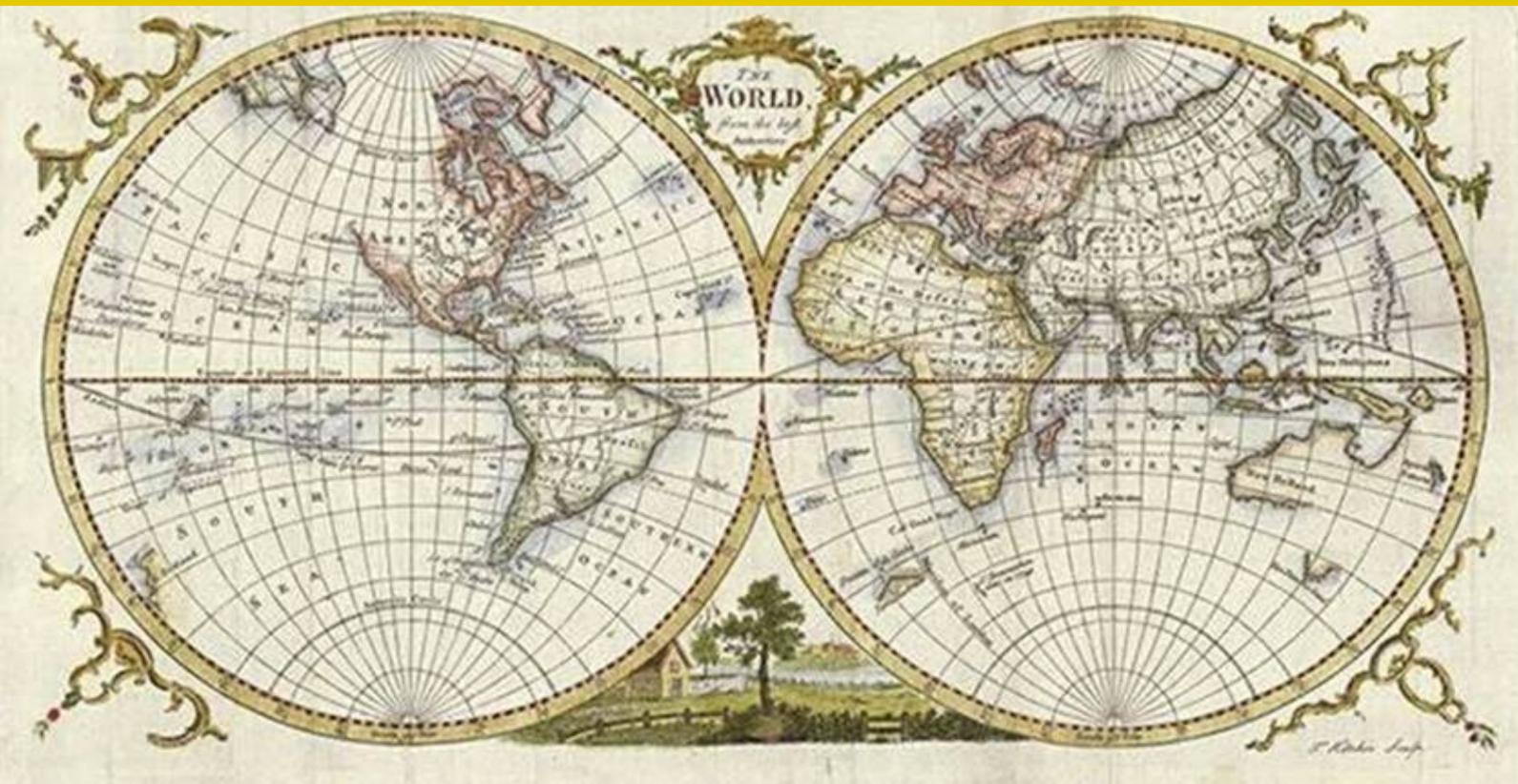
Mick Newton
Co-Founder & CEO, Live & Loud



The Ton

2020 Almanac

Private Family Office Gathering



Thursday, 5 March 2020

London Ton, The French Salon Rooms, Claridge's Hotel, London

Thursday, 7 May 2020

Le Bon Ton, Yacht Club de Monaco, Monaco

Thursday, 17 September 2020

Jersey Ton, Atlantic Hotel, Jersey

Thursday, 12 November 2020

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

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

Royal Ascot, June

Birch Grove, July

Please note that all these events are by invitation only.

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The Ton | Private Family Office Event | Thursday, 14 November 2019, Claridge's



for more information please contact
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