

The Ton

Private Family Office Gathering
Tuesday 22nd November 2022, Claridge's, London



Debrecks

Pragnell



Integrity. Trust. Connection. The Ton.



Pragnell

NATURE'S RARE JEWELS

BARONSCOURT ESTATE

DISTILLERY COMPANY LIMITED



- A remarkable management team has been assembled to deliver a commercial-scale distillery and branded Irish Whiskey business.
- Irish Whiskey is booming and is expected once again to double in volume and value by 2030; demand continues to exceed supply.
- The setting is outstanding, the project team exceptional and the commercial team highly experienced and successful.
- This is a rare opportunity to participate in the establishment of a world-class facility in a wonderful location to serve a lucrative industry.
- Exit opportunities are anticipated, but investors are not expected to wish to divest.



www.baronscourtwhiskey.com

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TO A SUSTAINABLE ECONOMY**

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Managed by highly experienced fund manager Anthony Eaton, this thematically invested global equity fund focuses on opportunities created by the expansion of the global middle-class population.

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Agenda

Welcome | *Seig de Vater, The Ton*

Presentation One | Pragnell | *Charlie Pragnell, CEO | Rare Diamond Acquisition*

Charlie Pragnell graduated in economics and politics and began his training in the United States studying gemmology and jewellery design at the Gemological Institute of America, based in Carlsbad, California. Charlie then worked in New York's renowned diamond district, before completing an apprenticeship with one of the world's most prominent antique and period jewellery dealers. Charlie's continued passion for the jewellery trade brought him back to England where he worked in London's West End before joining the family business in January 2005. Charlie has been the firm's managing director since 2010.

Presentation Two | Future 30 Funds | *Sarah Moody, Chief Executive Officer*

Sarah is the Chief Executive of Future 30 Funds, responsible for the strategy and direction of the business. Sarah has over 10 years' experience in investor relations, strategy and marketing and an industry background in environmental technologies. She was on the Executive Committee at Pennon Group Plc, which sold Viridor energy-from-waste and recycling to KKR in July 2020 for £4.2 billion. Sarah began her career in investment banking at Bank of America Merrill Lynch. Sarah has a BA with First Class Honours in European Social & Political Studies from University College London and an MBA from the University of Oxford.

Presentation Three | VT Downing Investors Fund | *Anthony Eaton, Fund Manager*

Anthony began his career in 1984, working as a Private Client fund manager's junior at Laurie Milbank before moving to Hoare Govett. Anthony then moved to Greig Middleton in 1991, being appointed a director in 1996. He joined JM Finn & Co in 2001 and in 2004, created the CF JM Finn Global Opportunities Fund which he ran until August 2019 when its sale to Thornbridge was completed. Anthony has managed the VT Downing Global Investors Fund since its inception in March 2020.

Presentation Four | Plain English Finance Limited | *Andrew Craig, Founder*

Andrew is a top-selling finance author and former partner at London's leading specialist life sciences boutique investment bank, WG Partners LLP. He acted for more than 60 life sciences companies in his time at WG. Andrew began his finance career at SBC Warburg in the late nineties. His first book, "How to Own the World" has been No.1 rated on Amazon in categories such as Pensions, Investments and Personal Finance for much of the last few years and currently enjoys more than 3,000 reviews across Amazon, Audible and Goodreads. Since founding Plain English Finance in 2011, Andrew has appeared in many national and financial publications including: The Mail on Sunday, The Mirror, CityAM, The Spectator, Shares and MoneyWeek. Andrew's next book "Our Future is Biotech" is slated for publication in 2023.

Presentation Five | Escape Records | *Adam Gore, Founder*

Founder of Escape Records, been working in the industry part time during my studies and full time since graduating from Cardiff University. With 15 years' experience and knowledge of the UK events market. I began with my first business operating small events on the nightclub circuit with a very modest turnover. Before utilising that experience and contact base to launch Escape Records to its current position of circa 8 million pound annual revenue. My key strengths outside of entrepreneurial spirit would be, creativity and ability to disrupt the market of the major players in the music industry with relatively limited budgets and resource. I thrive in a high level thinking environment and am able to own and deliver strategy to an optimum level. My current focus post raise is to utilise our tech strategy and app creation to further optimise our position of strength in the UK and build fast growth and shareholder value.

Simon Delve, Executive Chairman, Escape Records

Simon is an entrepreneur with a proven background in sales, marketing, customer service / retention & operations with over 20 years' experience in the corporate world mostly operating in the automotive industry. After joining Land Rover at the tender age of 16 as an apprentice technician to then becoming a fully qualified Land Rover technician he went on to spend over 18.5 years with Land Rover covering many roles & developing sales teams through creating a people culture and building systems and processes to achieve high level results. Simon then went on to lead very successful businesses including Toyota and Lexus businesses where again he implemented a culture and foundation to build the business up to deliver successful results. Simon's key objectives since joining Escape Records in 2021 has been to help build a successful team, create a solid foundation that is sustainable to withstand the rapid growth of the company whilst implementing systems and process to allow the business to deliver on its current and future objectives.

Presentation Six | Baronscourt Whiskey Distillery Company Limited | *Lord James Hamilton, David Arthur*

Lord Hamilton manages the many and varied interests of the Abercorn Estates Partnership and identified the opportunity to add distilling to the 400-year old estate's varied business interests; David is a long-standing and passionate advocate of Irish Whiskey, who has put together a very experienced team to deliver a state-of-the-art, commercial-scale distillery. With their colleague, Peter Darbyshire, a multiple liquor industry MD and global brand builder, they are establishing an Irish Whiskey business that will be built on deep experience and knowledge of all aspects of the value chain.

Thank you and Closing Address | *Seig de Vater, Founder, The Ton*

Speakers



Family-owned and run jeweller George Pragnell prides itself in a carefully selected world-class offering in Stratford-upon-Avon and at the 'by appointment' showroom in Berkeley Square, London. The company specialises in handcrafted British jewellery, Swiss watches, and antique and period jewellery. The family is focused on the acquisition of the finest rare gemstones.



Future 30 Funds was founded to pioneer true, sustainable investing, delivering superior financial returns to investors. We invest in 30 leading companies delivering innovative environmental technology solutions to global sustainability challenges. The actively managed Future 30 EnviroTech Fund (SFDR Article 9) is a high conviction, thematic portfolio of listed global midcap companies that are capturing the value chain in the new Circular Economy.



Downing Fund Managers (DFM) is a boutique of established investment managers offering specialist portfolios that they believe have the potential to offer attractive long-term returns. DFM is part of Downing LLP, which manages £1.8 billion of assets* under a broad range of investment mandates across a series of funds, investment trusts and tax-efficient products. DFM's roots lie in a value-focused private equity investment approach. This has now broadened out into a diverse mix of strategies and a selection of mandates all different to, yet complementary to, each other. The 16-strong DFM team runs more than £533 million of publicly listed assets.**

* as at 30 June 2022 ** as at 31 October 2022



The Conviction Life Sciences Company. The CLSC is a new closed-end Investment Company investing in innovative science with global reach. CLSC will be managed by Plain English Finance Limited. The Company's investment objective is to deliver capital appreciation to our Shareholders over the long-term by investing in a conviction portfolio of both publicly listed (c.70%) and private (c.20%) life sciences and medical technology businesses, based primarily in the UK, Europe and Australasia. The company will build a portfolio of up to 40 minority positions and is targeting a 20% annualised return over the long run. Life sciences companies are serving potentially enormous and high growth markets. The top 701 biopharma companies in the world were valued at more than US\$5.5tn by year end 2021 for example. Despite this, we believe that many companies are structurally undervalued, particularly outside of the United States, and are floating CLSC on the London Stock Exchange to capitalise on this opportunity.



Escape Records is a company that has been built through collaboration and acquisition, with founders and leaders who have collectively over 50 years' experience within events and business they have built a proven business model that has created a strong foothold in the heart of Wales music and events scene. Having delivered what is now Wales largest music festival that is also complimented by a selection of festivals along the M4 corridor, and further supported by the delivery of over 500 club and shows per year Escape Records are undoubtedly the leading events company in Wales. With what the experienced team have already successfully delivered, Escape Records plan to cement Wales first Tier 1 camping festival, branch out to Europe, be the 1st choice Media outlet in Wales and build a technology platform that will further engage & monetise their community through 2023 and onwards.



The Baronscourt Estate Distillery Company: an experienced, successful management team, applying a proven strategy to build an enterprise of commercial scale at low risk, in a lucrative, rapidly expanding industry that's short of supply. Set in a very special location with all the attributes needed to create and sustain a strong, international, branded Irish Whiskey business, the Distillery project is currently going through the planning process. The strong ESG credentials include an achievable ambition to be carbon negative, stimulating the region's economy and building on the estate's history of admirable corporate governance. Short term revenue opportunities have been identified and exit opportunities will arise, but investors are expected to want to stay with the project for the long-term. The initial lease is for 125 years. www.baronscourtwhiskey.com

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A large, diverse crowd of people is gathered at an outdoor festival. In the background, a stage is set up under a large, dark, arched tent structure. The stage is illuminated with bright lights, and a large screen displays a vibrant pink floral pattern. Several musicians are visible on the stage, performing. The scene is set during sunset or sunrise, with a warm, golden light in the sky.

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AND DISRUPTING THE MARKET
THROUGH A DATA DRIVEN MODEL**



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 and companies

Debrecks brings most interesting investment ideas to a broad range of private investors and family offices

Seig has over 25 years of experience with Family Offices in the UK, starting with Cazenove & Co., where for 12 years he looked after Family Office funds and companies, and built relationships with over 500 families.

In 2000, Seig founded Debrecks Marketing through the Family Office network in Europe, the Middle East, the Far East, and Australia.

DeBrecks offers an introductory service either one-to-one, or a full marketing campaign in the UK and Europe.

Debrecks has raised in excess of US\$4 billion for various investment strategies, including ABL, European long/short, MENA long/short, Africa funds, global macro, long only boutiques, Multi-managers (UK), Fund of Funds, Green Funds, and Private Equity.

In 2004, Seig founded a service to visit and meet with the family offices of Australia and the Super Funds (Pension Funds). In excess of 20 managers representing different strategies have visited and raised money.

In 2005, Seig also founded the European Family Office Investment Forum. He launched the first Leadership Summit and Investment Summit in London and continues to run these events with Incisive Media. The events have become increasingly successful in terms of numbers (over 300 families attend each event), and in terms of raising money for different ideas and funds through presentations to the Family Office audience.

In 2011, Seig was appointed Chairman of FMG Eurasia, which specialises in frontier funds, Iraq, MENA, Russia, China, India, and Africa. As Chairman, Seig facilitates distribution in Europe for FMG.

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. 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.

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

Michael Barclay

The Ton

2022 Almanac

Private Family Office Gathering



Tuesday, 22nd November 2022

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

Thursday, 9th March 2023

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

Thursday, 4th May 2023

Le Bon Ton, Yacht Club de Monaco, Monaco

Thursday, 22nd June 2023

Cotswold Ton, Merriscourt, Sarsden

Thursday, 14th September 2023

Jersey Ton, Atlantic Hotel, Jersey

Thursday, 9th November 2023

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

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

Please note these events are by private invitation only.

Seig de Vater | Marguerite L Weber
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The Ton | Private Family Office Event | Tuesday 22nd November 2022, Claridge's, London



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