

THE
**SKY
WAVE**
DISTILLING Co.

CROWD FUNDING
INVESTOR
INFORMATION DECK

SEPTEMBER 2022



Sky Wave Gin is about carpe diem, seizing the moment, adventure and exhilaration.

Be a part of the next stage of this adventure.

DISCLAIMER

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The information contained in this document has been prepared to assist the recipient and their advisors in making their own evaluation of the proposal and does not purport to contain all the information that an investor may require. Potential investors should conduct their own investigation and analysis of the Proposal and should satisfy themselves as to the accuracy and completeness of the statements contained herein.

Furthermore, the projections presented in this document are subject to risks and uncertainties surrounding the industry in which the Company operates, and in other factors beyond the control of the Company. The future performance of the Company may differ from what is presented here. Accordingly, whilst every effort has been made by the Company to give a true and accurate picture, no guarantee is given as to the accuracy of forecasts, conclusions or projections contained in this document.



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INTRODUCTION



Sky Wave Gin is about carpe diem, seizing the moment, adventure and exhilaration. It is an ultra-premium gin, for the drinker who wishes to rise above the rest.

Unable to find their perfect gin, founders Rachel Hicks and Andrew Parsons seized the moment and created their own – to reflect the adventures they have had travelling through skies and over waves to far flung corners of the globe.

The result is a range of sublime gins which have won an incredible number of international awards in just four short years. The first, Sky Wave Signature London Dry, was launched in 2018 and was subsequently named The World’s Best Contemporary Gin at The World Gin Awards. Other gins followed, including a second London Dry, Sky Wave Liberation Gin, which was awarded a Gold Medal at the World Gin Awards. A selective range of fruit gins, also dry, never cloyingly sweet – Fruit Gin for Grown Ups™ - and limited editions have followed, all winning the highest international accolades.



INTRODUCTION

The next stage on the Sky Wave journey is to produce **breath-catching bespoke packaging** to reflect the quality of the liquids inside and stand out amongst the noise.





INTRODUCTION

Exquisite design will transform the image of Sky Wave Gin.

Image and reputation will be aligned, and the subsequent growth will be remarkable. It is a truism that the first bottle is sold on the aesthetics of the packaging, whilst the second is sold on the quality of the liquid. International judges continue to affirm the latter; it is now time to address the former.

We invite you to join us on this next stage of our journey, and the enthralling opportunities it will bring.

Always drink Sky Wave Gin responsibly.



Sky Wave Gin as a brand is all about adventure.

Founders and distillers **Rachel Hicks** and **Andrew Parsons** have both lived lives full of adventure – Rachel was a BBC journalist reporting from all over the world, and Andrew was an Army Officer and mountaineering instructor, a veteran of many global adventures.

The gin in our bottles reflects this ethos. Born of a spirit of adventure, our botanicals are sourced from the places we have travelled all over the world, from our Far East spices to our Moroccan coriander and our Eastern European juniper. We hope to inspire our customers to plan their next adventurous expedition or reflect on their travels as they sip our gins.

And what of the name? As well as an evocative representation of our ethos of adventure, Sky Wave is a form of long-distance radio wave, keeping us in touch with home as we travelled the world.

The gins in Sky Wave's portfolio are unique. We rise above the ordinary, creating a premium range of gins which sits head and shoulders above the competition in terms of flavour and quality.

THE STORY SO FAR

Sky Wave Gin was founded in 2018 after the founders attended gin school, pursuing their passion of all things gin. The spirit they created on that day was outstanding – although not yet perfect.

The summer of 2018 was spent refining the recipe over 40 iterations, until they launched in October. By Christmas 2018 they had already outgrown their first still, named Tilly, and had invested in their second, Tessie. (All Sky Wave's stills are named after their dogs, past and present.)

Throughout 2019 they continued to grow, but realised that, with a limited self-funded marketing budget, they needed some other way to stand out; and so they entered their first international competitions. To their delight, they received a gold and a double-gold medal in quick succession. Buoyed, they entered the World Gin Awards (WGA) in late 2019 with the results announced in early 2020.





In February 2020, Sky Wave's Signature London Dry Gin was named The World's Best, just 18 months after launching. This rocked the gin world!

This cachet was a marketing dream come true - but on 22 March 2022 the world went into COVID lockdown and it seemed the gift had been snatched away. Undeterred, Sky Wave Gin pivoted online, and achieved a **400% increase in turnover**.

They moved into a brand new, bespoke distillery in January 2021 with an even bigger still, Basca, and are expanding as you read this into a beautiful visitor experience centre and bar. **Sky Wave Gin continues to grow and disrupt the craft gin market** and is on the cusp of even greater success.



The new, bespoke distillery is on a former WWII RAF base, quite by coincidence - but we believe it's serendipity.

THE PRODUCT

From the moment Sky Wave Gin stepped onto the international gin stage, it has been continually recognised with the highest accolades. With **39 global awards** we believe we are one of the most medalled distilleries in Britain. These are some of the judges' highlights.



The highest scoring orange gin in the world

The International Wine and Spirits Competition 2021

SKY WAVE ORANGE & MADAGASCAN VANILLA GIN

Exceptionally well made

Global Gin Masters Awards, International Spirits Business 2020 & 2022

SKY WAVE NAVY STRENGTH GIN

Great juniper nose & rich citrus flavours with good complexity

Gold Medal, World Gin Awards 2022

SKY WAVE LIBERATION LONDON DRY GIN

Well rounded & smooth

The World's Best Contemporary Gin, World Gin Awards 2020

Bright lemon zest, juniper & sweetness to balance

Global Masters Award, The International Spirits Business 2020

Outstanding finesse & complexity

Silver Medal, San Francisco World Spirits Competition 2021

Outstanding quality. Highly Recommended

Score 93, The International Drinks Specialists 2022

SKY WAVE SIGNATURE LONDON DRY GIN

THE MARKET

The 2020 value of the UK gin market was **£1.2Bn** with sales across all channels increasing by 22%. Over 75 million bottles were sold, an increase in volume of 15%.

Premium gin sales are even stronger. Volumes increased by over **17%**.

Premium gin growth is **x5 faster** than the total spirit market growth.

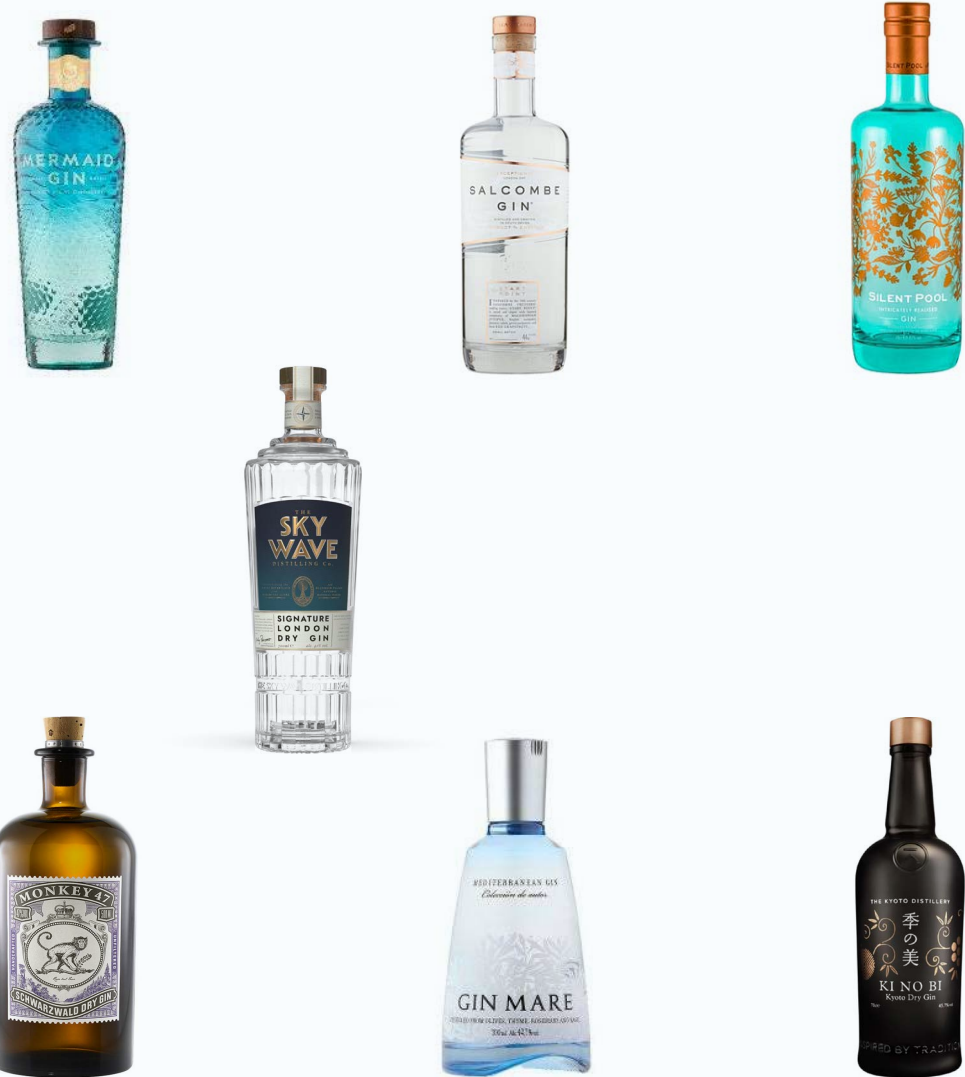
Gin is the most consumed white spirit with **47%** of market.

All categories (London Dry and flavoured) are showing this growth, demonstrating the strength of the market across tastes and demographics.

LUXURY
ca £40
UK retail price

Luxury gin
segment forecast
CAGR £5.6%
2021-2028

Luxury Gin Brands – some examples



BRAND EVOLUTION

WGA: World Gin Awards
IWSC: International Wine and Spirits Competition
Gin Masters: The Spirits Business Gin Masters

Nov 18: Sky Wave Gin Signature London Dry gaining market traction

2018

Oct 18: Sky Wave Gin founded with Signature London Dry Gin

May 19: Sky Wave Gin launches Raspberry and Rhubarb Gin – Fruit Gin for Grownups™

2019

Jan 19: Sky Wave Gin launches Navy Strength Gin – double Gin Master winner

Oct 19: Sky Wave Gin launches Spiced Apple Gin Liqueur

Jul 20: Sky Wave Gin launches Liberation London Dry Gin – WGA Gold Medal Winner

Nov 20: Sky Wave Gin launches limited edition cask aged gin – Gin Master winner, now completely sold out

2020

Mar 20: Sky Wave Gin Signature London Dry named World's Best Contemporary Gin, WGA

Jun 20: Sky Wave Gin branding evolved

May 21: Sky Wave Gin launches Orange and Madagascan Vanilla Gin - highest scoring orange gin in the world at the 2021 IWSC

2021

Jan 21: Sky Wave Gin moves into purpose-built distillery

Mar 22: Sky Wave Gin listed with Craft Drinks Company – national distribution

2022

Sep 22: Sky Wave Gin launches crowd funding campaign to align its packaging with its world-class spirits

Sky Wave Gin launches exciting new bespoke packaging – complete up-brand

2023

Sky Wave Gin launches new gin in a new style – details still secret!

The Future

Sky Wave Gin achieves **39 awards in 4 years** in international competitions

MARKET REACH



Sky Wave Gin is currently available across the UK and in outlets in France, Spain, Belgium, Germany and Malta.

The new packaging will open up worldwide export markets.

The new packaging is also highly attractive to high-end retailers and will leverage new and high-volume routes to market.

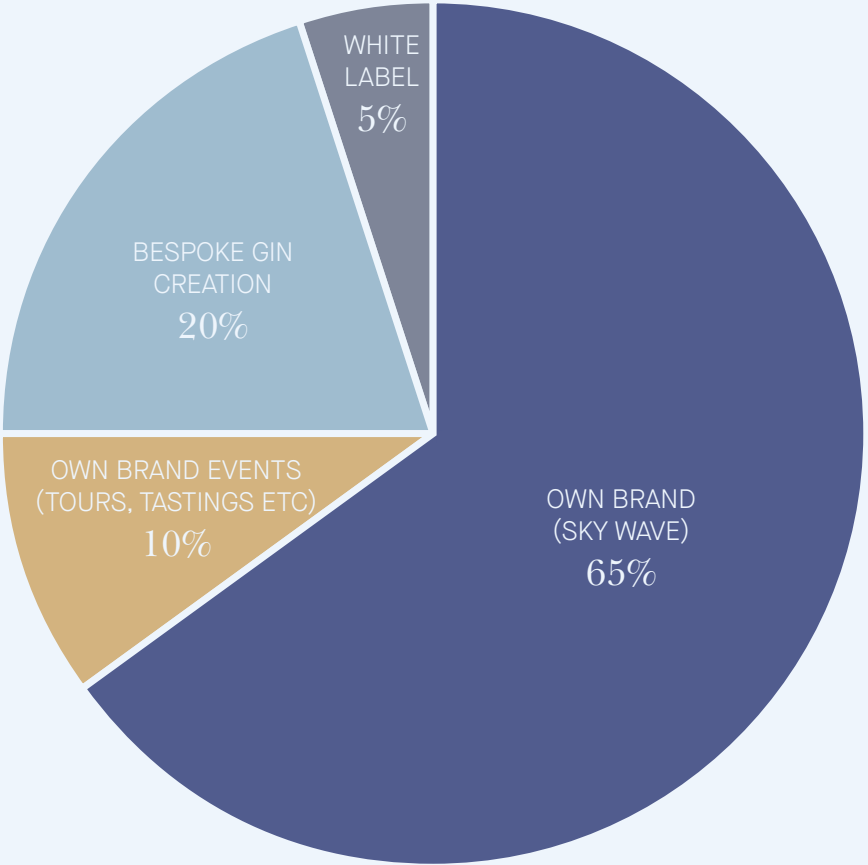
REVENUE STREAMS

OWN BRAND (SKY WAVE)	65%
OWN BRAND EVENTS TOURS, TASTINGS ETC)	10%
BESPOKE GIN CREATION ¹	20%
WHITE LABEL GIN PRODUCTION	5%

Notes:

1 Sky Wave Gin creates and distils award-winning products for external clients such as Blenheim Palace Gin, Birch Gin and Meadowcourt Gin. *Critically, we retain the ownership of the recipes.*

2 Sky Wave Gin never rebrands our own Sky Wave gin; however, we have a specific, separate gin we have created which we brand for clients who want lower volume orders and do not want to develop their own bespoke gin.



39

INTERNATIONAL AWARDS IN 4 YEARS

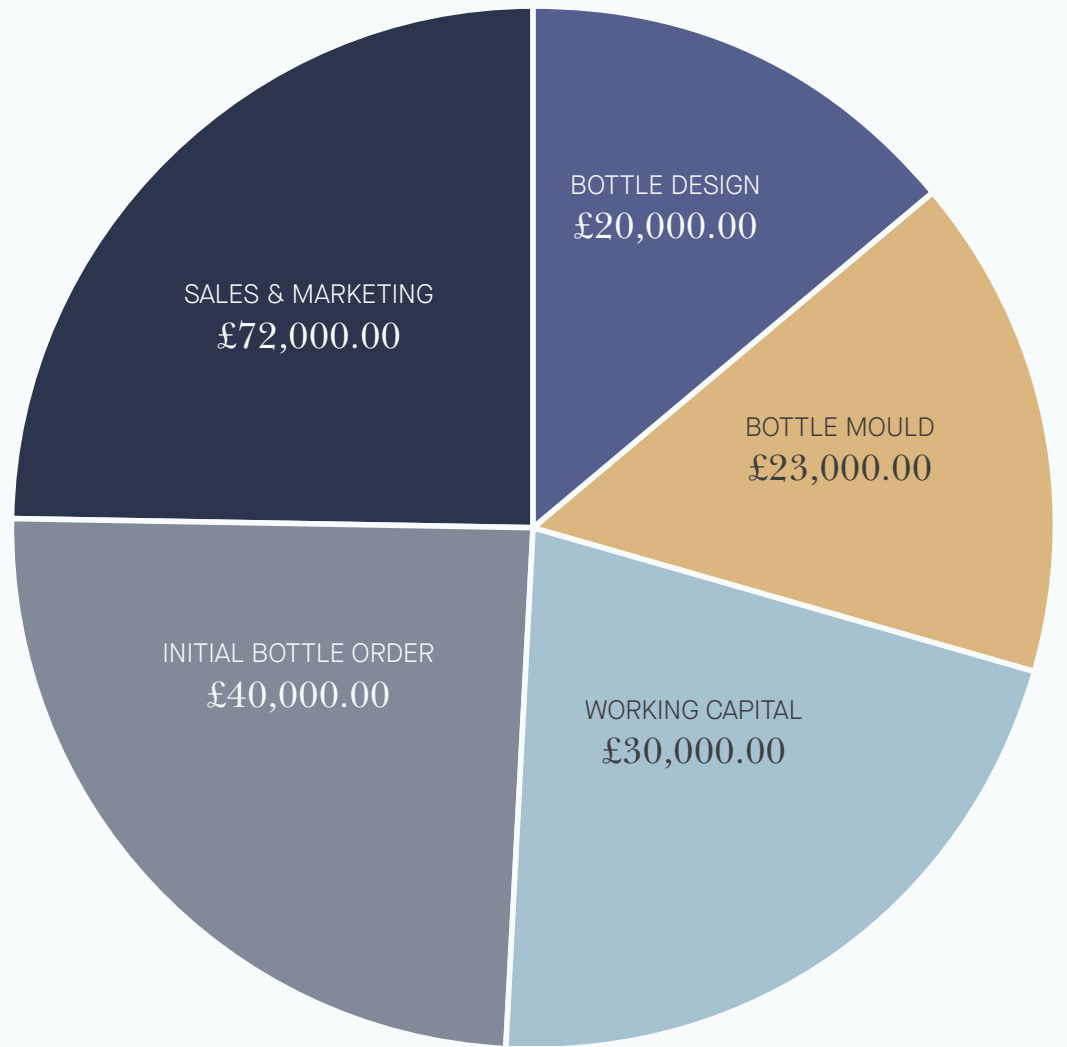
confirms that the liquid in Sky Wave Gin's bottles is world-class. However, it is a truism that the first bottle is bought with the eyes, not by taste. Sky Wave Gin is winning hands down on taste – it now needs to win on aesthetics.

We therefore need world-class packaging to match the liquid in the bottles. We are fundraising to achieve this step-change in packaging. The images throughout this investor pack show the new bespoke bottle and how it will look in a variety of settings.

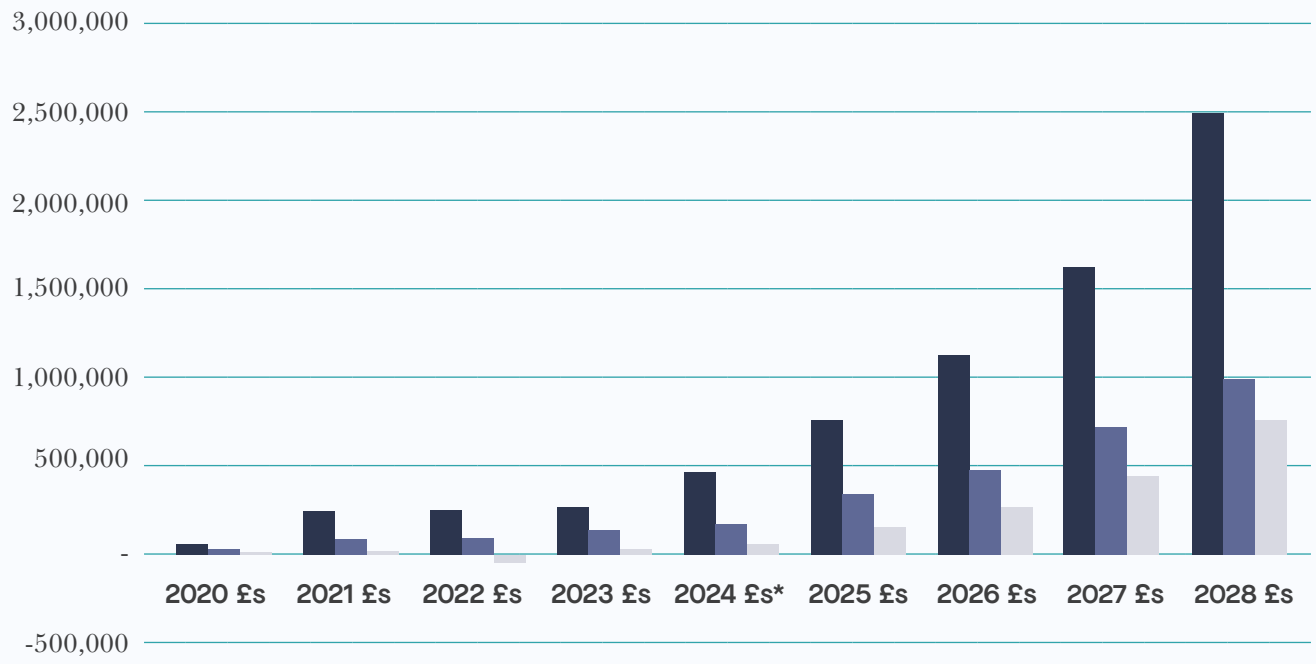
Once funding is in place, the best liquid in the world will have the best packaging in the world and, as part of an overall development plan, this will allow us to invest more deeply in our marketing and sales divisions to grow the business to the next level.

HOW FUNDING WILL BE USED

BOTTLE DESIGN	£20,000.00
BOTTLE MOULD	£23,000.00
WORKING CAPITAL	£30,000.00
INITIAL BOTTLE ORDER	£40,000.00
SALES & MARKETING	£72,000.00
TOTAL	£185,000.00



FINANCIALS



	2020 £s	2021 £s	2022 £s	2023 £s	2024 £s*	2025 £s	2026 £s	2027 £s	2028 £s
REVENUE	70,106	221,645	238,324	256,734	479,319	780,310	1,135,236	1,663,304	2,508,757
GROSS PROFIT	38,343	99,803	107,437	137,924	201,721	356,451	495,487	693,313	1,010,039
EBITDA	18,779	11,715	(30,195)**	22,317	48,841	161,211	258,787	456,613	773,339

*Projected growth commences, driven by new packaging and supporting marketing activity.
 **Investment in the new distillery, and sales staff.

VALUATION
£1.38m
 based on 5.8x turnover (21-22)

EQUITY OFFERED
11.8%

EXIT
 Strategic partnership or trade acquisition
 5-7 years
 Expected multiple – 10.5x

PARTNERSHIPS

Sky Wave Gin is proud to be in partnership with a number of prestigious clients, either as a supplier or event partner. These include:



REASONS TO INVEST

The sector continues to see double-digit growth – especially at the premium end where Sky Wave Gin is positioned.

Sky Wave Gin is a highly innovative company leading the craft industry

Thought leadership

Craft advocacy

85% female senior management

Numerous new products in various stages of development

- *New, innovative flavours*
- *Contemporary takes on old styles*
- *'Low and no' offerings*

Sky Wave's gins are clearly superb spirits - sublime packaging will help to drive double-digit growth.



CASE STUDIES

PERNOD RICARD
acquired Ki No Bi in
2020

CAMPARI GROUP
acquired Bulldog Gin for US
\$58.43m
in 2017

BEAM SUNTORY'S
acquired London-based
distiller Sipsmith for
£50m
in 2016

ZAMORA COMPANY
acquired a majority stake in
**Martin
Miller's Gin**

BROWN FORMAN
acquired Gin Mare in
2022

DIAGEO
acquired Chase Distillery in
2021

ONE GIN
raised
£252k
in March 2022

SALCOMBE GIN
raised
£1.62m
in April 2022

Sky Wave Gin supports and promotes the spirit of adventure, so others can experience the exhilaration of stepping into the unknown. Sky Wave Gin is therefore honoured to be partnered with The Rona Sailing Project, which shares our deeply held belief that the spirit of adventure should be available to all and that the benefits are immeasurable.

The Rona Sailing Project is one of the oldest, and is the largest, volunteer-based sail training organisation in the UK. Sky Wave Gin specifically supports the training of volunteer Skippers, Mates, Watch Officers and Watch Leaders aboard the sail training boat, Lady Shona, through a donation from every bottle of Sky Wave Gin we sell.

The Project, based in Southampton, runs a range of inclusive sail training voyages for individuals from diverse backgrounds and abilities. The money raised for the Project, based in Southampton, will help fund the sailing qualifications and sailing kit needed for the volunteers' training.



Sky Wave Gin takes its environmental responsibilities extremely seriously.

From the very first day of trading, we have tried to ensure that all our our operations, carbon footprint, road miles and packaging have been as environmentally conscious as possible.

Here are a few examples:

Almost 100% of our packaging is recyclable; the only aspect that is not is the small shrink seal on each bottle, which is required by couriers to prevent leakage – but we are working on this also.

All of our production – distilling, bottling, labelling, packing and dispatch – is in the same building. This significantly reduces road miles – and our carbon footprint – compared to some competitors. When growth dictates that we need to outsource any elements, we will ensure we use local companies and/or electric vehicles for transportation.

We use locally sourced botanicals wherever possible.
We avoid extra packaging, for example we do not use outer sleeves for gift boxes.

Further examples:

We use local water in our production processes, sourced from Blenheim Palace just 15 minutes away, resulting in fewer road miles than some competitors.

We've chosen to partner with local logistics company, Darcica, because of its sustainable credentials from electric vehicles for deliveries to providing monthly CO2 saving reports to show the positive impact our business choice is having on the environment.

We try to ensure that all our suppliers also use fully recyclable packaging. On the odd occasion when we are sent plastic packaging, we reuse it to prevent the scourge of single use plastic.

DISTILLERY ADDRESS:

The Sky Wave Distillery
The North Tanker Sheds 105
Bicester Heritage
Buckingham Road
Bicester OX27 8AL

T 01869 713813

W skywavegin.com

E info@skywavegin.com

Instagram @skywavegin_

Facebook @skywavegin

Twitter @skywavegin

REGISTERED COMPANY ADDRESS:

The Sky Wave Distilling Company Limited
Cheveley
Ardley Road
Bucknell
OX27 7LU

Company Number: 11929772

HMRC licence numbers available on request

Directors:

Katharine Rachel Hicks | Andrew John Parsons



Sky Wave Gin has proven that it has some of the best liquid in the world. We will match that, and drive growth, with some of the most beautiful packaging.

This is your opportunity to help make that happen, to join Sky Wave's ongoing adventure, and to invest in one of the most exciting and disruptive gin brands on the planet.

Join us.
Carpe Diem.

