

## Investment Opportunity 2212 – Disruptive, tech-driven fine jewellery brand.

Last full year results: Revenue: £53.6m: EBITDA 20.5m

Our Client is a highly successful disruptor business in the fine jewellery market that is seeking investment in order to accelerate growth and capacity to match demand.

Providing a powerful “accessible luxury” experience via an omni-channel model, the Company’s unique offering revolutionises customer interaction that creates a truly personal product.

This original business model combines prestigious destination stores in iconic locations, with a world-class digital marketing team. This is underpinned by an innovative supply chain generating high margins and an omni-channel strategy that insulates the business from any impact of low footfall.

The Company plans to accelerate investment in content and capacity to match demand. Management are therefore currently raising £45m in growth funding.

Funds are being invested in building significant in-house capacity for content, new products, and manufacturing capacity.

This market is valued at c.\$300 Billion and has high barriers to entry for competitors – the business model is hard to replicate for traditional competitors and the industry is not easily accessible to new entrants.

This is an exceptional investment opportunity and an investor deck is available upon receipt of a signed Non-Disclosure Agreement.

### Financial Summary

Year ending	Revenue £m	G.P. £m	EBITDA £m
2020	53.6	38.9	20.5
2019	46.0	34.1	25.4
2018	20.7	15.8	10.1
2017	8.4	6.5	3.6

## Highlights

- Disruptive business model delivering a powerful “accessible luxury” experience and a truly personal product
- Exceptionally strong amongst the Millennial and Gen Z generations otherwise not well served in the market
- Industry leading sales density of over \$5,000 per sq. ft. at the destination stores is driven by an omni-channel strategy
- Sector leading customer and staff feedback ratings, combined with Fast Track 100 and Profit Track 100 awarded financial performance, demonstrates the business success and management quality
- High barriers to entry
- Experienced, entrepreneurial and dynamic Executive Team, Advisory Board and Investor Base

To receive the Information Memorandum please sign and return the attached NDA to

Neil Fortmuller, Business Development Manager  
[nfortmuller@evolutioncbs.co.uk](mailto:nfortmuller@evolutioncbs.co.uk)

0118 334 7789





**CONFIDENTIAL**

30 March 2021

Dear Sirs

### **Confidentiality Letter Agreement**

#### **1. Disclosure**

- 1.1 We, Evolution Complete Business Sales Limited (Company Number 07512536) (**Provider**), understand that you, (**Recipient**), are interested to receive information relating to our client(s) for the purpose of exploring business opportunities relating to the acquisition of and/or investment in our client(s), (**Purpose**). You warrant that you are a person who falls within Article 19 or Article 49 of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005.
- 1.2 In this letter agreement, Confidential Information means all confidential or proprietary information (however recorded or preserved) relating to the Purpose that is disclosed or made available whether before or after the date of this agreement (in any form or medium), directly or indirectly, by the Provider to the Recipient.
- 1.3 In consideration of the Provider agreeing to disclose Confidential Information to the Recipient, the Recipient undertakes to the Provider that it shall:
  - (a) keep the Confidential Information secret and confidential;
  - (b) not use or exploit the Confidential Information in any way, except for or in connection with the Purpose;
  - (c) not copy, adapt otherwise record or reproduce the Confidential Information except as strictly necessary for the Purpose and with the written permission of the Provider. Any such copies, adaptation, record or reproduction shall be the property of the Provider;
  - (d) only make disclosure of the Confidential Information in accordance with paragraph 1.4 and paragraph 1.6. Any other disclosure can only be made with the Provider's prior written consent; and
  - (e) establish and maintain adequate security measures to safeguard the Confidential Information from unauthorised access or use.
- 1.4 The Recipient may disclose the Confidential Information to any of its subsidiaries, group companies, officers, employees, advisers, subcontractors and contractors (Representatives) that need to know the relevant Confidential Information for the Purpose only, provided that the Recipient procures that each such Representative to whom the Confidential Information is disclosed complies with the obligations set out in this letter agreement as if they were the Recipient.
- 1.5 The Recipient shall be liable for the actions or omissions of the Representatives in relation to the Confidential Information as if they were the actions or omissions of the Recipient.



- 1.6 The Recipient may disclose the Confidential Information to the minimum extent required by:
- (a) any order of any court of competent jurisdiction or any regulatory, judicial, governmental or similar body or taxation authority of competent jurisdiction;
  - (b) the rules of any listing authority or stock exchange on which the Recipient's shares are listed; or
  - (c) the laws or regulations of any country to which the Recipient's affairs are subject.

## **2. Limitations on obligations**

The obligations set out in paragraph 1 shall not apply, or shall cease to apply, to Confidential Information which the Recipient can show to the Provider's reasonable satisfaction:

- (a) that it is, or becomes, generally available to the public, other than as a direct or indirect result of the information being disclosed by the Recipient in breach of this letter agreement; or
- (b) was already lawfully known to the Recipient before it was disclosed by the Provider; or
- (c) has been received by the Recipient from a third-party source that is not connected with the Provider and that such source was not under any obligation of confidence in respect of that information.

## **3. Return of the Confidential Information**

- 3.1 If requested by the Provider at any time, the Recipient shall immediately destroy or return to the Provider all documents and other records of the Confidential Information or any of it in any form that have been supplied to or generated by the Recipient. If the Confidential Information is stored in electronic form, the Recipient shall (to the extent technically and legally practicable) permanently erase all such Confidential Information from its computer and communications systems and devices used by it.
- 3.2 The Provider may request the Recipient to certify in writing that it has complied with any of the obligations in paragraph 3.1.
- 3.3 Nothing in clause 3.1 shall require the Recipient to return or destroy any documents and materials containing or based on the Confidential Information that the Recipient is required to retain by applicable law, or to satisfy the requirements of a regulatory authority or body of competent jurisdiction or the rules of any listing authority or stock exchange, to which it is subject.

## **4. Term and termination**

- 4.1 If the Provider decides not to continue to be involved in the Purpose with the Recipient, it shall notify the Recipient immediately.
- 4.2 Notwithstanding the termination of discussions between the parties in relation to the Purpose pursuant to paragraph 4.1, the obligations of the Recipient shall continue for a period of 18 months from the termination of this letter agreement.
- 4.3 The termination of this letter agreement shall not affect any accrued rights or remedies to which either party is entitled.

## **5. Acknowledgment and inadequacy of damages**

The Recipient acknowledges and agrees that:

- (a) the Confidential Information may not be accurate or complete and the Provider makes no warranty or representation (whether express or implied) concerning the Confidential Information, or its accuracy or completeness; and



(b) damages alone would not be an adequate remedy for any breach of the terms of this letter agreement by the Recipient. Accordingly, the Provider shall be entitled to the remedies of injunction, specific performance or other equitable relief for any threatened or actual breach of the terms of this letter agreement.

**6. Indemnity**

6.1 The Recipient shall indemnify the Provider against all liabilities, costs, expenses, damages and losses (including but not limited to any direct, indirect or consequential losses, loss of profit, loss of reputation and all interest, penalties and legal costs (calculated on a full indemnity basis) and all other reasonable professional costs and expenses) suffered or incurred by the Provider arising out of or in connection with any breach of this agreement by the Recipient or a permitted recipient.

6.2 If a payment due from the Recipient under clause 6.1 is subject to tax (whether by way of direct assessment or withholding at its source), the Provider shall be entitled to receive from the Recipient such amount as shall ensure that the net receipt, after tax, of the Provider in respect of the payment is the same as it would have been were the payment not subject to tax.

**7. Governing law and jurisdiction**

7.1 This letter agreement and any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with it or its subject matter or formation shall be governed by and construed in accordance with the law of England and Wales.

7.2 Each party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with this letter agreement or its subject matter or formation.

Please indicate your acceptance of the above by signing and returning the enclosed copy of this letter as soon as possible.

Yours faithfully,

Signed by Mike Whittle, Managing Director  
for and on behalf of Evolution Complete Business Sales Limited

We acknowledge receipt and agree to the terms of this letter agreement:

Signed by .....

For and on behalf of .....

[NAME OF COMPANY RECEIVING INFORMATION]

Date .....