



The Structured Equity for Loan Funding (SELF) Program Introduction

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The SELF Program is exclusive to Equility Capital and has been developed by us in association with a US-based trading platform. It delivers to companies and projects seeking up to \$1bn what was previously the exclusive domain of major corporates and institutions raising \$1bn+. The minimum deal value is \$30m and, for those seeking funding, the Program relies on a 0.5% deposit (min \$250,000) of the funded amount being raised to initiate the process.

The process is a hybrid of traded financial instruments and private equity, directly reflecting the new alternative capital market that has emerged since the global financial crisis of 2007/08. Traditional funds, of which there are now declining numbers, would call upon a capital reserve deposit awaiting opportunities for lending or investment. In direct contrast, however, the SELF Program reaches into the highly liquid mainstream capital markets. These markets are now awash with capital, mostly owned by successful entrepreneurs who understand the risk v reward dynamic, seeking to find productive homes for their capital*.

It is the sheer weight of this capital that allows the SELF Program to attract your funding from the dynamic mainstream capital markets, on sub-\$1bn deal values that would have been inconceivable just two years ago.

Funds are paid directly into your own company, from where you will have allocated an agreed equity share to our funding partner. The equity share is the repayment of your loan principal and you only pay interest on the funding provided. Hence: Structured Equity for Loan Funding (SELF) Program.

The key requirements are:

- A management team that clearly conveys the ability to convert projections into bankable profit.
- A project or company that can support its core arguments with solid track record or projections supported with peer group research.
- The ability to provide the 0.5% deposit to start the SELF Program process.

If we and our funding partner agree your project is appropriate to the SELF Program there is a preparation, due diligence and arrangement fee which will be included on the term sheet. This will not be incurred until you have actually received and signed the preliminary term sheet. To commence the process, please complete the Equility Funding Submission and send it to:

UK@equilitycapital.com

If your proposition does not suit the SELF Program, we will come back to you with alternative funding options if we believe they are available to you.

* According to the Merrill Lynch/Cap Gemini Global Wealth Report of June 2010, there are ten million entrepreneurs worldwide with \$40tn which they invest directly or through their wealth managers.