

UK RES Crowdfunding

Version 1.0 01/07/15

Abundance is authorised and regulated by the Financial Conduct Authority (525432)

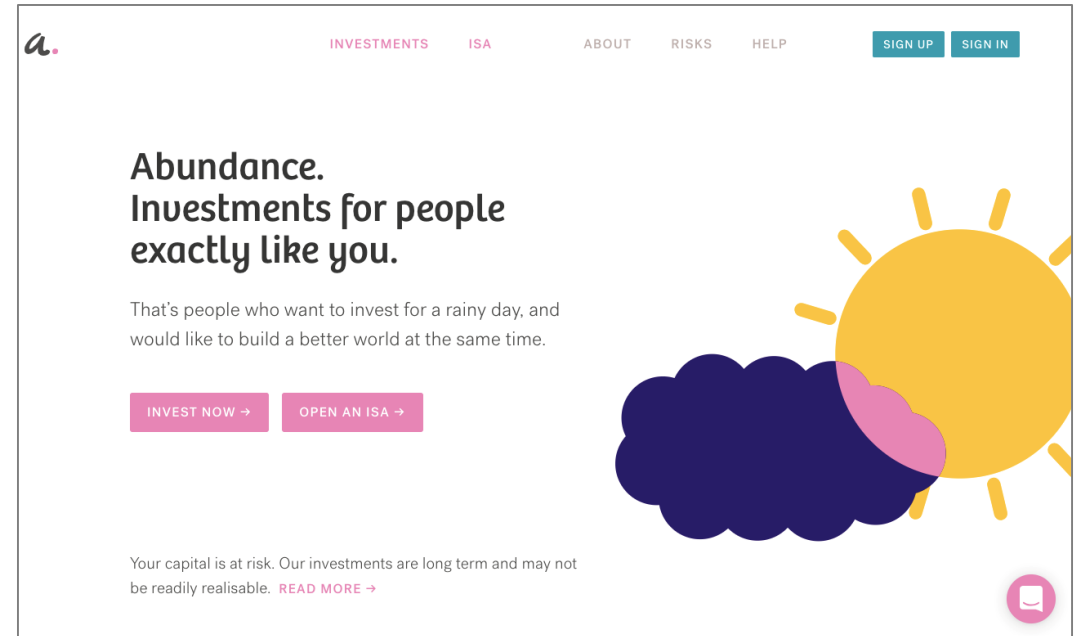
abundance.

Content

- Abundance
- Research underpinning the Abundance model
- Investor journey
- Developer journey
- Points for consideration

Abundance Introduction

- Launched in 2009, opened for business 2012
- First regulated crowdfunding platform in the UK
- World's first renewable energy crowdfunding platform
- Raised £90m for 34 projects via crowdfunding
- Working on close to 1GW of shared ownership projects in Scotland
- Part of three EU projects considering implications and roll out of RES crowdfunding across Europe



The screenshot shows the Abundance website homepage. At the top left is the 'a.' logo. The navigation menu includes 'INVESTMENTS', 'ISA', 'ABOUT', 'RISKS', and 'HELP'. On the right, there are 'SIGN UP' and 'SIGN IN' buttons. The main heading reads 'Abundance. Investments for people exactly like you.' Below this is a sub-headline: 'That's people who want to invest for a rainy day, and would like to build a better world at the same time.' Two buttons are present: 'INVEST NOW →' and 'OPEN AN ISA →'. To the right is a graphic of a yellow sun partially obscured by a dark blue cloud. At the bottom left, a risk disclaimer states: 'Your capital is at risk. Our investments are long term and may not be readily realisable. READ MORE →'. A small chat icon is in the bottom right corner.

Insight behind our approach

- Started journey focused on connecting communities / individuals with local projects. Initial insight derived from research, was that to mainstream community investment the following points had to be delivered:
 - Debt investing rather than equity
 - Low minimum investments
 - Strong regulatory foundation for the platform
 - Investor control over the issuing company not a mainstream desire
 - Long term investment and secondary market is important
- Over time it was understood that to maximize engagement the investment needed to
 - **Sell both the social / environmental win alongside the investment win**

INVESTOR JOURNEY

Raising Awareness

- Village hall meetings
 - Local advertising & PR
 - Local digital advertising
 - Local door drops
 - Use of any local assets
-
- Pre Investment Pledge (25% of pledges come through)

All advertising and communications will be a Financial Promotion and therefore require regulatory sign off

Set up a free Abundance account now

To get started investing with Abundance you need to set up a free online account. This is a simple process, and you can start investing in less than 5 minutes. Just follow the steps below to get started.



Create an account

We require a few personal details, password and security questions to set up your account, and also your self assessment of your investor type. This is a regulatory requirement before you can start investing with us.



Verify your email address

To ensure the security of your account we will then send a verification email to check you have ownership of your email address. Click the link in the email to activate your account.



Need help?

The team typically replies in a few hours.



Change your investor type

Please choose the category below that best describes you.

- I am an everyday investor
- I am an experienced investor

What is an experienced investor?

This is for more experienced investors who have invested in company investments, bonds or shares or other securities — including investments on Abundance — which are unlisted and so can't be bought or sold on stock exchanges (what the Financial Conduct Authority calls 'non-readily realisable securities') in the last two years, or you have been a member of a business angel syndicate or network for at least six months. The FCA term for an experienced investor is a Self-Certified Sophisticated Investor.

Self-Certified Sophisticated Investor Statement

I declare that I am a self-certified sophisticated investor for the purposes of the



« BACK TO OPEN PROJECTS

CoGen

BUY NOW

10% a year
fixed

4 yr 6 mth
investment

£2,490,675
invested

83%
funded (min. threshold)



About

Updates

Calculator

CoGen Limited is tackling the UK's growing waste problem

Risks

As with any investment, there are risks. The Offer Document will cover the risks specific to an individual investment, but it is also important you understand the following general risks that apply to our investments.

Your capital is at risk and returns are not guaranteed

When you make an investment on Abundance your capital is at risk. If something goes wrong or if the project or company fails during the life of the investment it may not be able to pay your returns and you may not get back all or any of your original investment.

The sorts of things that could result in a project or company getting into trouble will depend on the particular business but could include:

- Lower than expected revenues
- Higher than expected costs
- Extended operational failure not covered by normal maintenance warranties and contracts
- An extended period of deflation
- Delays or missed deadlines in a project's timeline

Invest in CoGen

1

OFFER DOCUMENT

2

AMOUNT

3

PAYMENT

4

CONFIRM

Before you invest in **CoGen** you must first read the Offer Document for the investment. This is because all investments on Abundance carry individual risks and benefits which are important to understand before you invest.

You can download the Offer Document for this investment below.



[Offer Document](#) 

I confirm that I have read and agree to the Offer Document and I understand the risks involved in this investment REQUIRED

CANCEL

NEXT

CoGen Limited – a 4.5-year Debenture offering 10%* interest a year before tax

This document is an offer to subscribe for Debentures issued by CoGen Limited, a leading developer of waste gasification projects in the UK, to raise at least £3.0 million and up to £7.0 million

19 December 2018

*See pages 5-6 for more detail on how interest will be calculated



CoGen

Invest in Swindon Common Farm Solar CIC

- 1 OFFER DOCUMENT
- 2 AMOUNT
- 3 QUESTIONNAIRE
- 4 PAYMENT
- 5 CONFIRM

To ensure you understand the risks involved and to make sure the investments on Abundance are an appropriate investment for you, please answer the following questions. This is a one-off assessment and should only take a few moments to complete.

If you are unsure about any of the answers, please have a read of our risks tutorial to learn more about investing through Abundance.

1. Am I guaranteed to get back all the money I invest?

- No, my money is at risk and if a project or company significantly underperforms or fails I may not get all my money back.
- Yes, I will definitely get my money back even if the project fails.

2. Are investments on Abundance long term investments (more than 5 years)?

- No, the Investments on Abundance are all short term investments.

Investments

ORDER BY Purchase date ▾

 <p>£13.15</p>	<h3>SunShare Community Nottingham</h3> <p>6.65% IRR fixed 14 years remaining 4 months to next return 100% performance*</p>
 <p>£5.22</p>	<h3>Atlantis Future Energy</h3> <p>8% a year fixed 4 yrs 1 mth remaining 4 months to next return 100% performance*</p>

Summary

Capital invested	£18.37
Cash balance	£1.99
Next return	4 months

Quick links

[Help](#) [🔗]

[Portfolio analysis](#)

[Cash Return calendar](#)

[Tax](#)

* Investment performance is calculated by comparing total actual cash returns to date (capital and investment income payments) to the schedule of cash return payments set out in the Offer Document. We quote performance of Debentures as the percentage of the scheduled cash returns that have been made to date (compared to the lower forecast in case of Variable Return Debentures). If cash returns are on track then the performance will be shown as 100%. Past performance is not a guide to future performance. Investment performance data is sourced from the individual investment issuers and collated by Abundance. Performance is quoted after deduction of fees. [Learn more.](#) [🔗]



HOW IT WORKS FOR A DEVELOPER

Considerations for a Developer

- Documentation production:
 - 3-6 months for first deal, quicker thereafter
- Fundraising – what is the effort required?
- Ongoing obligations:
 - Interest payment
 - Ongoing reporting
 - Secondary trading
- Minimum total raise amounts

Policy Consideration

- Geographic limits to investing
- Flexibility for the developers – ability to select from a range of investment options. One size never fits all
- Reputational risk for the sector:
 - Ensure correct communication of the investment offer
 - Risk within the investment – different structures will carry different risk
 - Strength of the crowdfunding platform – financial, regulatory & operational

Shared Ownership vs RES crowdfunding

- Each model provides different outcomes
- Challenges of UK Shared Ownership
 - Is the Risk / Reward trade off attractive enough for communities?
- Challenges of UK Crowdfunding
 - Cost of making widely accessible
 - Strength of the underlying platforms