

The content of this promotion has not been approved by an authorised person within the meaning of the Financial Services and Markets Act 2000. Reliance on this promotion for the purpose of engaging in any investment activity, may expose an individual to a significant risk of losing all the property or other assets invested.



CEMINVEST UK

9.00% PA Loan Note – Brochure 2022



DISTRIBUTION:

www.kngadvisors.co.uk

Av. Acanceh LT 2 piso 3-B, Mz 2, Sm 11, 77500 Cancun Q Roo, México | +52 (998) 500-1627

85 Great Portland street, First Floor, London, W1W 7LT, UK | +44 (207)-183-3787

info@kngadvisors.co.uk

Director – Daniel Moretti

www.ceminvest.co.uk

Lake House, Mill Street, St Osyth,
CO16 8EN, UK



RISK WARNING

This promotion is exempt from the general restriction in section 21 of the Financial Services and Markets Act 2000 on the communication of invitations or inducements to engage in investment activity on the grounds that it is made solely to persons reasonably believed by CEMINVEST LIMITED to be (i) certified high net worth individuals (or associations thereof) (ii) certified or self-certified sophisticated investors (or associations thereof) (iii) investment professionals or (iv) high net worth companies or unincorporated associations, in each case within the meaning of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (“Eligible Recipients”). The requirements that must be met for an individual to fall into the above categories are set out in that Order and in the Information Memorandum which accompanies this promotion. This document contains information intended solely for Eligible Recipients and is confidential in nature and is not for distribution to the general public. Persons receiving this promotion who do are not Eligible Recipients should not rely on it. The investment opportunity described in this promotion is only available to Eligible Recipients and no other person and applications from persons who are not Eligible Recipients will be rejected. The information presented here does not constitute investment advice and is not an invitation to invest nor does it constitute an offer of securities. This promotion contains only brief summary information and Eligible Recipients should read the corresponding Information Memorandum in full before making any investment decision. All invested capital is at risk. The investment opportunity described herein is not regulated by the Financial Conduct Authority (FCA) or any FCA authorised person and is not covered by the Financial Services Compensation Scheme. CEMINVEST LIMITED are not regulated or authorised by the FCA. Any individual who is in any doubt about the investment to which the promotion relates should consult an authorised person specialising in advising on unquoted debt investments.

GREAT HALLINGBURY CEMETERY (ESSEX)



Introduction (Company and Directors) pg 4, Business Model pg 5 Supply and Demand pg 6 & 7, Religions pg 8, Sourcing land pg 9, The Investment pg 10 & 11 , Plot Growth and Sales pg 12, 13, 14, Partners pg 15, Scenario analysis pg 16

Director – Daniel Moretti

www.ceminvest.co.uk

Lake House, Mill Street, St Osyth,
CO16 8EN, UK

DISTRIBUCIÓN: www.kngadvisors.co.uk | info@kngadvisors.co.uk | MX +52 (998) 500-1627 | UK +44 (207)-183-3787

INTRODUCTION (COMPANY)

CEMINVEST is a UK based Cemetery owner, founded in 2019. In its first two years of operation, it has acquired a significant portfolio of assets in the funeral and cemetery industry, owning in excess of 12,000 exclusive rights of burial ("**ERBs**") in Essington Cemetery, Elysium Gardens (East London) Cemetery and Great Hallingbury Cemetery with a total value of £50m+ GBP. This is represented by the market value of burial plots valued in Q1 2022 determining the value of the sites.

INTRODUCTION (DANIEL MORETTI) FOUNDER/CEO

Daniel has been involved in the cemetery development industry for over 10 years as well as developing a regulated funeral care plan, wills and trust service. The cemetery industry is one in which trust and sensitivity are important and Daniel has built a strong reputation and an ability to effectively repurpose land and improve cemeteries that have fallen into inefficiency or disrepair. He has successfully operated other investment models, both on a personal level and for family offices and for over 30 years he has worked with hedge funds and large private companies.

CEMINVEST BUSINESS MODEL

The key to Ceminvest is the business model which is simple, principled and socially beneficial (ESG).

The average cost of repurposing the 3 Cemeteries, Ceminvest has already repurposed, is equal to **£750.00** per plot at full development of the site. The prices of each are now:

- **Essington Cemetery £3,300.00**
- **Elysium Gardens Cemetery £5,500.00**
- **Great Hallingbury Cemetery £3,850.00**

The prices above are of course highly affected due to external supply and demand factors which we will be addressed later in the brochure. The prices are also established by increasing intrinsic value for the cemetery and fitting the area demographic.

How does Ceminvest add value?

- **Accessibility:** Many formerly Government owned Cemeteries have poor access.
- **Religion:** Many cemeteries only accommodate Christian or Catholic faith. By facing plots East for the Muslim faith and creating multi faith chapels the client base in the area increases dramatically. Ceminvest accommodates for Christianity, Catholicism, Islam, Judaism, Hinduism and many others to fit our every growing multi-cultural society.
- **Facilities:** Adding washroom facilities and working facilities.
- **Future Quality Maintenance:** The gardens of the cemetery are maintained thoroughly to ensure the sites withhold value.
- **Planning Permission:** Planning permission is always established before new site acquisitions. Ceminvest has a good relationship with local Councils and their Cemetery needs.

Elysium Gardens



Essington



Great Hallingbury





SUPPLY & DEMAND: MARKET SIZE AND LACK OF SPACE

ESSINGTON CEMETERY (BIRMINGHAM)

- The UK funeral market is currently estimated to be worth in excess of **£3 billion annually**, with **over 600,000** funerals taking place each year in the UK.
- The UK is one of the most densely populated countries for its size with **281.18 people per square kilometer in 2022 up 0.48% from 2021**.
<https://www.macrotrends.net/countries/GBR/united-kingdom/population-density>
- There are an estimated **4,000** funeral directors currently offering services in the UK which is increasing every year.
- <https://www.ibisworld.com/united-kingdom/market-research-reports/funeral-activities-industry/>
- Today, there is little local space available for new Cemeteries for people residing in London and Greater London. The problem is further accentuated in particular areas: the City of London, Barnet, Hackney, Islington, Lewisham, Kensington & Chelsea or Tower Hamlets.

SUPPLY & DEMAND CONTINUED

- Evidence suggests that the problem is not restricted to larger inner-city areas. We are also facing the problem in rural locations, due to UK growth in population. During 2022 United Kingdom (UK) population is projected to **increase by 430,570 people** and reach **68,992,721** in the beginning of 2023.
- Earnings have increased amongst the population in the UK and therefore, individuals are able to spend more on funeral preparations. **The middle-class earners grew by 7% between 2019 and 2020.**
<https://www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/incomeandwealth/bulletins/householddisposableincomeandinequality/financialyear2020>.
- More than three quarters of all 9,747 cemeteries in England and Wales are already full or have very limited space.
- Only a fifth of England's Church of England sites have undisturbed land available. (Space for burial)
- Based on an average of 1,300 burial plots per acre it is safe to assume that England currently requires 123 acres of new burial space per annum. (this does not factor the growth in population)
- Developers use small areas that becomes available for homes and buildings as they are not specialised, nor experienced, to form and maintain a cemetery.

Supply & Demand conclusion

There is growing supporting evidence to suggest that England is facing a vast shortage of burial space. Therefore, opening a large market for privately owned efficiently run cemeteries like CemInvest. CemInvest are well positioned to continue their simple and effective business model to help with this problem regarding the future of burials in the UK.

DIFFERENT RELIGIONS NEED MORE UK BURIAL & CREMATION

Shaw-Davis (funeral directors) carried out research to estimate the proportion opting for burial of different ethnic and religious groups. For example,

- **27% of people** across all Christian denominations collectively opted for burial, while **73%** opted for cremation.
- An estimated **91% of Buddhists** opted for burial, **99% of Muslims** and **96% of Jews**. The average of all other faiths was that **68%** opted for burial and **50%** of people with no religion. As you will see within the faith's burial is the preferred option.
- As per the figures above, with a rising population and a death rate of 0.9% we can assume a death rate in excess of **600,000 per annum**, thus creating a demand for 240,000 burials and if we assume that two thirds of these are to take place in new graves then we need to meet demand for **160,000 graves per annum** – **As you'll see CemInvest are in URGENT need of new cemeteries / plots to serve the demand.**

HOW IS LAND SOURCED, ACQUIRED AND DEVELOPED ?

- CemInvest have an in-house land search team working within the UK. The locations of the sites are carefully selected after carrying out a detailed demographic survey of the land and surrounding areas.
- Key factors are that our cemeteries are accessibly located in areas of short supply and high demand, ensuring the need for burial exists.
- Our planning teams apply a consistent formula to establish the sustainability of each site. They will always ensure that successful planning permission is agreed before completing on land. These lengthy procedures have ensured a **100%** success rate of planning and development for all the burial plots currently owned by CEMINVEST.
- Although CEMINVEST have a **100%** planning success rate their business model allows for a **60%** success rate on land developments.

The development process entails adding,

- New entrances (for better access)
- New roads
- Multi-faith chapels (All CEMINVESTS cemeteries have multi-faith planning permission)
- Attractive landscaping
- Staff working quarters
- Public rest rooms for visitors
- Wash facilities for faiths



WHAT IS THE INVESTMENT AND HOW DO WE USE THE MONEY?

CemInvest is offering investors a three-year loan note with an interest rate of 9.00% paid quarterly in arrears and with the benefit of a debenture, creating charge security over the assets of CEMINVEST.

Acquisition of new parcels of land with consent to develop new cemeteries, to serve the demands of those wishing to be buried has created a high yielding, low entry level, asset backed investment opportunity.

In order to maintain a 10-year supply of burial plots, the company estimates that it will need to acquire a minimum of 10,000 additional plots per year, to meet the forecasted year on year increase in demand. The company is seeking to raise up to £30 million to acquire further ERBs in cemeteries in ,

- Solihull and Coventry
- West London & Southwest London (Northolt, Esher)
- Croydon
- Huddersfeild
- Leicester
- Manchester and Bolton
- Blackburn and Preston
- Bradford and Leeds
- Oldham
- North Luton

INVESTMENT SECURITY

The notes are secured by way of a debenture over the assets of CemInvest Limited and rank *pari passu* equally and ratably without discrimination or preference among themselves. These assets are valued at over £50m.

Ceminvest are providing a low entry level 3 year term investment for investors to be part of this growing opportunity.

The assets of CemInvest Limited are primarily the plots it owns in cemeteries, CEMINVEST owns 12,000 graves, plus a memorial garden for cremated remains. The additional plots purchased using the proceeds of the £30M Loan Note will stand along side the current assets within CEMINVEST. This will take CEMINVEST's asset value to around £100M GBP.

Unlike in other cemeteries where the lease starts reducing from the point of purchase CEMINVESTS plots retain a 99 year right of internment until the plot is used, thus ensuring the investor maintains the full value in the assets their loan has debenture against.

INVESTMENT OPTIONS

Geographic focus	United Kingdom
Yield	9.00% P/A
Frequency	Quarterly
Min. Investment Size	10,000
Term	36 Months
Currency	GBP, USD, EURO
Direct	N/A
Total Issue	£30,000,000 GBP
Geographic focus	United Kingdom
Security Trustee	Amicorp
Asset Value (Current)	£50m
Lawyer	RW Blears

Option 1 : Direct application paying 9% P/A

Geographic focus	United Kingdom
Yield	7.00% P/A
Frequency	Quarterly
Min. Investment Size	10,000
Term	36 Months
Currency	GBP, USD, EURO
ISIN	GBP : GB00BP8KV144
	USD : GB00BP8KV250
	EUR : GB00BP8LOV09
Total Issue	£30,000,000 GBP
Geographic focus	United Kingdom
Security Trustee	Amicorp
Settlement Agent	Shard Capital
Asset Value (Current)	£50m
Lawyer	RW Blears

Option 2 : ISIN note available to purchase via crest, on all major platforms. This option will offer a 7% P/A fixed coupon with a bonus income of 6% rolled up and paid at maturity. KNG International are the only investment advisors this options is available to, due to trusted relationship with CemInvest.

AVERAGE FUNERAL COST IN THE UK FROM 2004 (SUNLIFE REPORT)



GROWTH IN PLOTS / VALUE

The average value of a 99-year ERB lease at Essington is circa £3,300; Elysium Gardens £5,500; Great Hallingbury £3,850.

Lack of new burial sites across the UK has led to an inevitable shortage of undisturbed land for burials. Therefore, creating an appreciation of the client's asset at a rate of 7% per annum ensuring the clients asset is always more valuable than the investment

More than three quarters of all cemeteries in England are at full capacity, adding value to the current asset.

The demand for this asset is only getting greater. SunLife's 2016 Cost of Dying report reveals funerals have more than doubled in price over the past decade and the consistency of this 7% annual increase is consolidated in their previous annual data reports.

Funerals are now one of the UK's fastest rising costs, outstripping inflation, wages, and pensions. An average London funeral now costs **£5,529**, and with the total cost of dying rising to **£12,498** this equates to the average cost of a burial plot in the capital in excess of **£7,700**.

HOW THE PLOTS ARE SOLD

The exit strategy is the most important part of the equation for the investor and the demonstrations below highlight the opportunities available to maximise the profitability of the investment.

There are essentially three types of purchasers of burial plots:

1. The Pre-Need purchaser, who identifies a burial plot for their own personal use at some point in the future.
2. The End User, where the plot is required immediately for someone that has just passed away.
3. The Funeral Care Plan purchaser is effectively a 3-year purchase plan to cover all costs at the time of death.

CURRENT SALES

Essington are running at 65 end user sales per month and 124 pre-need sales per month

Elysium Gardens are running at 29 end user sales per month and 78 pre-need sales per month

Great Hallingbury are running 65 pre-need sales per month

A total of 94 end-user sales per month / 267 pre-need sales per month

Which gives a revenue of £1.2M+ Per Month at an average of £3450.00 Per Plot.

ADDITIONAL YEAR 1 PROJECTED SALES WITH FCA REGULATED FUNERAL CARE PLAN

- Essington - 70 sales per month, albeit on deferred payment terms
- Elysium Gardens - 70 sales per month, albeit on deferred payment terms.
- Great Hallingbury - 70 sales per month, albeit on deferred payment terms.
- 210 funeral plan sales per month commensurate in August 2022

CEMINVEST have been creating a FCA regulated funeral care plan for the past 18 months. We predict 60% of current funeral care planners will not be able to obtain FCA Regulation. This leaves CEMINVEST in a prime position to approach the market with its offering. CEMINVEST are one of the very few that benefit from owning the physical plots which gives them a substantial advantage over other funeral care plans.

(There are now over one and a half million active funeral plans in the UK, none of which include a burial plot)

Director – Daniel Moretti

www.ceminvest.co.uk

Lake House, Mill Street, St Osyth,
CO16 8EN, UK

DISTRIBUCIÓN: www.kngadvisors.co.uk | info@kngadvisors.co.uk | MX +52 (998) 500-1627 | UK +44 (207)-183-3787

HOW CEMINVEST IMPLEMENTS THE EXIT STRATEGY?

CemInvest work along side trusted partners in the UK, ensuring they can serve the community with the best service. Below we have listed the various parties we work with in the sale of individual burial plots and cremation to the general public.

Place of worship

- Mosques
- Synagogues
- Church of England

Local business

- Care plan professional
- Funeral directors

Inhouse

Team working within the cemeteries receiving enquires.

- Local marketing
- Online marketing

On the next slide we have listed our partners & additional income for CEMINVEST.

COMPANY REFERENCES / FUNERAL ASSOCIATIONS / PARTNERS / TESTIMONIALS / RESOURCES

- FBCA – Federation of Burial & Cremation Authorities (The Federation seeks to improve standards of service delivery to the bereaved through investing in an open and transparent inspection process.)
- ICCM – Institute of Cemetery and Crematorium Management (The ICCM was founded in 1913 and since that time has provided policy and best practice guidance to Burial and Cremation authorities, The ICCM is a provider of accredited education and training opportunities for those persons working within the service, its Professional members)
- BMBC – Birmingham Muslim burial council

ADDITIONAL AREAS OF CEMINVEST COMPANY INCOME

- Cremation
- The sales of memorials and memorabilia
- Catering partnerships to provide wake services
- Floristry partnerships for the provision of floral tributes and wreaths



Director – Daniel Moretti

www.ceminvest.co.uk

Lake House, Mill Street, St Osyth,
CO16 8EN, UK

SCENARIO ANALYSIS: BURIAL GROUND INDUSTRY

The UK burial ground industry is one of the few markets which has such high protection against external events.

How secure is CemInvest in global catastrophic scenarios?

- Covid 19 – Demand increased and average plot prices increased in the UK during the COVID Pandemic from 2019 – 2022.
- Russia & Ukraine war. March 2022 CemInvest have found little change in the sustained demand.

Is this growth likely to change?

Its predicted that the average price of a burial plot will be up from £4,417 in 2019 to £6,171 by 2029. (allowing for 3% inflation).

<https://www.over50choices.co.uk/funeral-planning/funeral-plans/costs>

Dignity, the oldest funeral planner started planning funerals in 1812. 210 years ago.

<https://www.dignityfunerals.co.uk/about-dignity/history/>

For those reasons we at CemInvest are confident our business can stand the tests of time and provide a good investment for those who would like to participate with us. We will be pleased to welcome you.



ELYSIUM GARDENS CEMETERY

Thank you for taking the time to review our presentation and brochure. CemInvest Limited work exclusively with KNG International Advisors for distribution in Latin America and Africa.

Please contact KNG directly for any further details.

Director – Daniel Moretti

www.ceminvest.co.uk

Lake House, Mill Street, St Osyth,
CO16 8EN, UK

DISTRIBUCIÓN: www.kngadvisors.co.uk | info@kngadvisors.co.uk | MX +52 (998) 500-1627 | UK +44 (207)-183-3787



CONTACT INFORMATION

Phone

Head Office: (+52) 998-500-1627

UK: (+44) 207 183 3787


Cel: (+52) 998-214-0395

Email

info@kngadvisors.co.uk

www.kngadvisors.co.uk

Social media

 @kngadvisors

 @kngadvisors

 @kng-International-advisors