

LAST UPDATED
OCTOBER 2025



INFORMATION MEMORANDUM



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English law governs the issue, communication and terms of this document and any disputes arising in relation to any of them will be subject to the exclusive jurisdiction of the English courts.

Certain risks to and uncertainties for The Company are specifically described in the “Risk Factors” section of this IM. If one or more of these risk factors or uncertainties materialises, or if the underlying assumptions prove incorrect, The Company’s actual results may vary materially from those expected, estimated or projected. Given these risks and uncertainties, potential funders should not place any reliance on forward- looking statements. The whole text of this IM should be read in full.

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No person is authorised in connection with any offer made hereby to give any information or to make any representation other than as contained in this IM and, if given or made, such information or representation must not be relied upon as having been authorised by The Company.

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The following definitions apply throughout this document unless the context requires otherwise.

Application, or Application Form	<i>The terms and conditions and application form through which any funding must be made.</i>
Company, London DE or LDE	<i>London DE Ltd incorporated in England and Wales under the Companies Act 1985 with registered no: 08806847. Dubai Trade Licence Number: DMCC-834585</i>
Closing Date	<i>The date of December 2025, (or earlier if fully subscribed) that The Company has set by which subscriptions must have been received.</i>
Directors	<i>The Board of Directors of The Company.</i>
Funding	<i>Capital supplied for Loan Notes issued by the Company.</i>
Minimum Net Proceeds	<i>The net subscription proceeds received by the Company after all professional fees and commissions have been deducted.</i>
Loan Notes	<i>The Loan Notes issued by the Company that have a nominal value of £1 per Loan Note.</i>
Document, Information Memorandum, or IM	<i>This document</i>
Qualifying Funder or Relevant Person	<i>A funder that has certified themselves as either a high net worth individual, a sophisticated investor, an institutional funder, or a retail funder who has received advice from an FCA authorised and regulated financial advisor that their funding is suitable for them.</i>
Recipients	<i>An individual who has received this document having been identified as a Qualifying Funder.</i>
MT799	<i>MT799 is an essential part of international trade; a 'free format message' sent between banks which confirms funds or proof of deposits on a potential trade.</i>
Assay	<i>A gold assay is a process to measure the purity of items containing gold. It helps to ensure that gold coins or bullion bars produced by a mint meet the correct purity and content standards.</i>
Desk-to-Desk Trade	<i>A financial transaction that is fully secure and can only take place between two internationally recognised banking institutions, with no exposure to risk and no funds released to the seller (supplier) prior to delivery, assay and certification of the merchandise.</i>

London DE Group specialises in mine-to-market distribution of gold, gemstones, and other precious metals. By securing bulk orders at source, assets are acquired at advantageous prices for consistent, repeatable returns.

Our end-to-end model enables us to source directly from mine operators, process materials efficiently, and deliver finished products to both wholesale clients and retail consumers. By purchasing commodities at a favourable discount to the prevailing spot price and selling them on with a modest discount to market, we maintain a healthy margin while remaining competitive across both channels. Because our contracts are structured around the spot price on the day of transaction, we are insulated from commodity price volatility. This ensures consistent margins regardless of market fluctuations.

With offices in **London, Dubai, and Bogotá**, we maintain a global footprint that ensures proximity to key commodity markets. This allows for fast, agile operations and direct access to the finest ethical sources of gold and gemstones worldwide. Through our refined logistics and operational infrastructure, we maintain complete control over our supply chain, ensuring quality, consistency, and complete transparency.

Our business comprises three core divisions:

Commodity Sourcing

We secure ethically sourced gold, diamonds, emeralds, and other precious materials directly from mines in Zimbabwe, Australia, Colombia, Botswana, and Kenya.

Distribution Channels

We serve global wholesale markets and manage direct-to-consumer sales through our in-house brands.

Retail Platforms

London Gold Xchange (gold bullion and coins) and Sylvera London (fine jewellery and gemstones) allow funders and clients to access physical commodities efficiently.



SYLVERA
LONDON

Ethical practice, environmental stewardship, and robust governance underpin all of our operations. London DE Group offers tangible access to the commodities market while ensuring that every transaction meets the highest ethical and operational standards.

Established in 2013, London DE Group has grown into a respected entity in the gold, gemstone, and jewellery trade.

Initially rooted in London's Hatton Garden, the company has expanded its operations and network globally, reaching four continents. In 2025, London DE Group relocated its headquarters to Dubai, strategically positioning itself within the international commodities trading hub.

Over the past decade, we have developed deep-rooted relationships across the commodity supply chain. From gold mines in Zimbabwe and Australia to emerald dealers in Colombia, our reach ensures access to world-class resources underpinned by ethical sourcing.

Our group structure includes:

London Gold Xchange (LGX)

A platform offering physical gold in bar and coin options.



Sylvera London (SVL)

A luxury brand focused on fine jewellery and bespoke gemstone pieces.



We combine a traditional emphasis on craftsmanship and value with modern operational efficiency. This allows us to navigate both B2B and B2C markets with agility, serving wholesale clients while also reaching retail customers globally.

An experienced team, a robust governance framework, and a commitment to sustainable sourcing support our growth strategy. As global demand for tangible assets continues to rise, London DE Group remains at the forefront of this market, offering funders access to the precious commodities economy through structured, ethical operations.



Philip Spencer, Founder and CEO of London DE Group, brings a unique blend of leadership, industry insight, and operational experience.

A former Commissioned Officer in the Royal Navy, Phil transitioned to the financial services sector, working as a stockbroker and wealth manager in both London and Dubai.

Phil founded London DE in 2013 with a vision to create a company that offers ethical access to precious commodities while maintaining a strong focus on operational integrity and transparency. Over the years, he has guided the business through international expansion, building teams and partnerships across the globe.

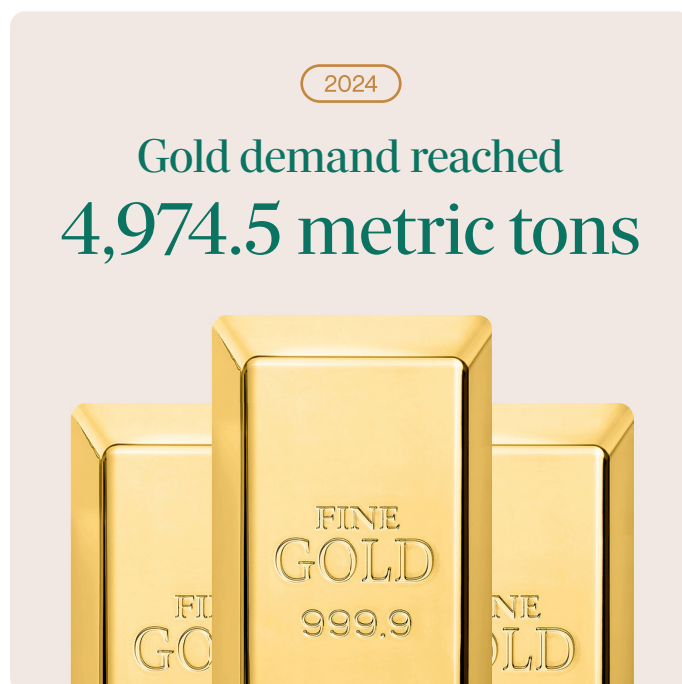
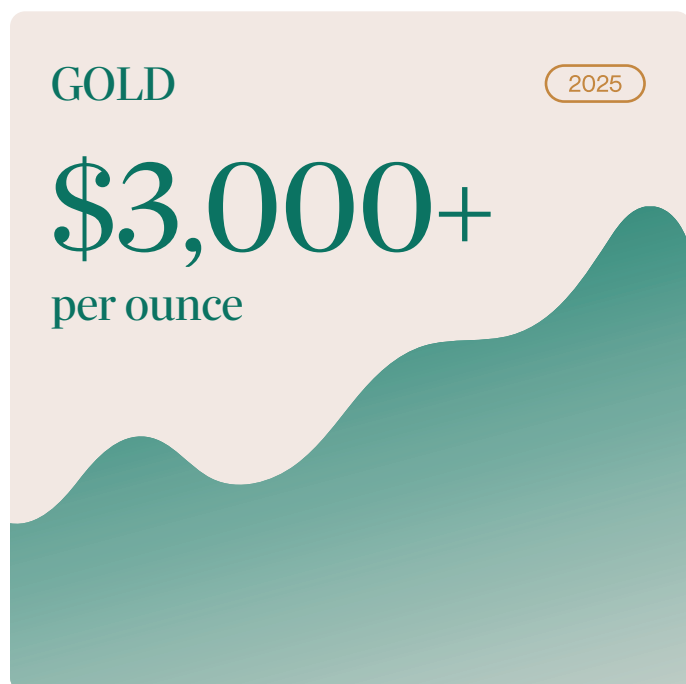
Phil holds professional qualifications from the Chartered Institute for Securities and Investment and has completed the De Beers Diamond Pipeline

Programme. His leadership style is hands-on; he regularly travels to partner sites to oversee operations and ensure ethical sourcing standards are maintained.

Under his guidance, London DE has evolved from a UK-focused enterprise into a global group with diverse operations. Phil is deeply committed to environmental, social, and governance (ESG) values, integrating them into every aspect of the business.

His strategic vision and integrity continue to shape London DE Group's growth and reputation as a trusted operator in the global gold and gemstone markets.

The global commodities market continues to experience significant growth, with precious metals and gemstones at the forefront.



Gold reached a historic milestone in 2025, surpassing \$3,000 per ounce for the first time. Rising geopolitical tensions, economic uncertainty, and the enduring appeal of tangible assets have driven this growth.

Gold demand reached 4,974.5 metric tons in 2024, with significant year-on-year increases in consumer and industrial use. Beyond gold, coloured gemstones such as emeralds and rubies continue to command strong demand, especially in the luxury retail and high-net-worth sectors.

Emerging markets are becoming key players in the global commodity trade. Zimbabwe, Botswana, and Colombia have proven essential for sourcing, while Australia and Kenya are seeing growing output, driven by new exploration and sustainable mining practices.

Consumer awareness of ethical sourcing has also influenced buying behaviour. Certifications, responsible mining, and transparent supply chains are increasingly vital, favouring companies like London DE Group that prioritise ESG compliance.

The current market presents an opportunity for funders to gain exposure to tangible assets with strong fundamentals. London DE Group is strategically positioned to benefit from these trends through its global operations and ethical sourcing model.

Extraction forms the foundation of London DE Group’s operations. Our goal is to secure access to high-quality gold and gemstones directly at the source, ensuring ethical and sustainable practices from the very beginning.

Our extraction operations include:



Colombia

A historic leader in emerald production, Colombia also offers new opportunities in gold. We are expanding our presence through strategic partnerships and preparing for direct participation in this valuable market.

Zimbabwe

A key partner in our gold supply chain, Zimbabwe provides regular and growing volumes of refined gold. We are engaged in on-the-ground operations, including gold trading and investment in mining infrastructure.

Australia

In New South Wales, we have secured exclusive rights to process and recommission the BKE mining site. With JORC-verified reserves and support from local environmental initiatives, the site promises long-term yield and efficiency. Our partnership with Ecotech and Dr Leo Malebo integrates AI and clean technology to improve extraction processes.

Robust ESG standards support these operations. We ensure compliance with local regulations and global best practices, including environmental remediation and community engagement.

By owning and managing the extraction process, LDE maintains control over quality, volume, and timelines. This integrated approach ensures reliable commodity flow and supports our broader distribution strategy.

London DE Group operates a diversified distribution network for gold and gemstones, structured to capture value across wholesale and retail markets. Our distribution model supports efficient commodity flow, delivering physical assets securely and reliably to end users.

Key elements include:



Wholesale Distribution

We maintain active routes in Dubai, Brisbane, and Bogotá, serving refineries, dealers, and institutional clients. This high-volume distribution model allows for fast turnover and supports our funders' objectives.

Retail Distribution

Through our brands, London Gold Xchange and Sylvera London, we connect directly with consumers seeking physical gold or bespoke jewellery. This vertical integration allows us to maximise margin and provide high-quality customer experiences.



Secure Logistics

Our logistics are underpinned by secure transport, insured storage in vaults (London and Dubai), and stringent handling protocols.

Assurance

Every trade is processed via secure holding accounts, and funds are only released post-assay and certification. This provides transparency and reduces counterparty risk.

Through this model, LDE combines operational security with market agility, ensuring consistent commodity flow and reliable performance.

Why is LDE raising funds?

LDE utilises qualified loan note funding to access larger trading capital, allowing for improved pricing terms through volume-based discounts. The business model supports multiple monthly trades, each yielding an average gross margin of **approximately 6%**.

London DE Group is scaling its operations to meet growing global demand and to capitalise on emerging opportunities in gold and gemstone markets.

Raising new funding enables us to:



Expand Sourcing Operations

We are increasing our presence in Australia, Zimbabwe, Colombia, and Kenya to access larger volumes of gold and gemstones.



Recommission Mining Assets

Funding supports the recommissioning of the BKE site in Australia, unlocking significant gold reserves and improving environmental conditions through advanced processing.



Grow Inventory

Additional capital allows for increased inventory of gold bullion, coins, and gemstones to meet rising demand from wholesale and retail clients.

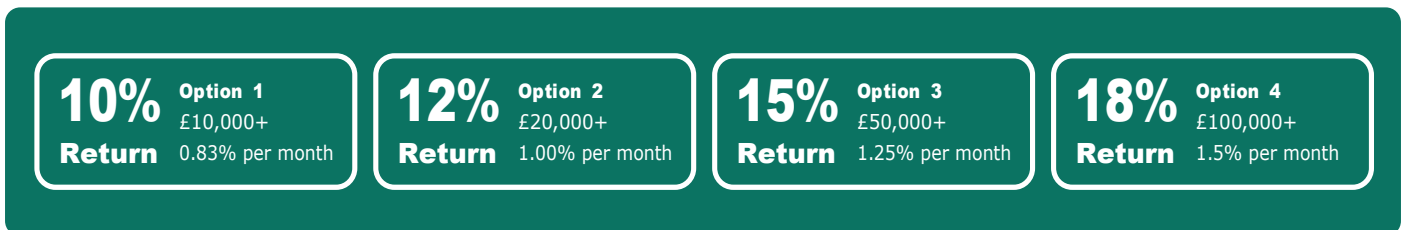


Develop Property Ventures

In Zimbabwe, our property development programme not only yields returns but also supports local infrastructure and economic growth.

Raising funds strategically positions LDE to scale efficiently while maintaining quality and integrity across our global supply chain. These initiatives ensure we remain agile and competitive in a rapidly evolving market.

London DE Group offers a structured funding opportunity designed to provide reliable, asset-backed outcomes. Our fixed income funding model ensures clear terms and robust security for participants.



Key features include:

Fixed Terms

Capital is committed for a minimum of 12 months, with flexibility to extend or exit with notice.

Tiered Returns

Funders may choose from several fixed-rate options, each offering a consistent monthly yield.

Asset-backed Security

Funds are secured against company assets and managed by a security trustee, Cotswolds Capital.

Transaction Protection

Deployed funds are only used post-assay and certification, ensuring complete transparency.

Our long-standing operational record and commitment to ethical, secure trading practices make this funding structure an attractive solution for those seeking predictable outcomes in the precious commodities space.

Funding Terms

 <p>Minimum Term 12 months</p>	 <p>Minimum Loan £10,000</p>	 <p>Security Trustee Cotswolds Capital</p>
 <p>Interest Paid Monthly</p>	 <p>Security Legal Charge of Company & Assets</p>	 <p>Instrument Fixed Rate Loan Notes</p>

London DE was founded in Hatton Garden in 2013, where an operational office remains.

London's famous Hatton Garden is the centre of the UK jewellery and gemstone trade and home to over 300 jewellery business, workshops and other gemmological services. London is Europe's financial and commercial capital, interconnected with global trade and open for business.

In Q3 2025, the office in Hatton Garden, London, is due to undergo a refurbishment to reflect the scale in which the company is growing. Featuring an international conference room to stay connected with global branches, this office will also be a hub for hosting UK based clients and partners to anchor our commitment to collaboration and transparency.

London DE supplies gemstones and jewellery to order online, by phone and face-to face. As a consequence, they are able to provide the most affordable prices without compromising on quality.

“Hatton Garden is known as the heart of the UK’s jewellery industry, with over 50% of the UK’s jewellery being produced or traded here.”

Samantha Light, General Manager of the Hatton Garden Business Improvement District.



London DE opened its Dubai office in the DMCC (Dubai Multi Commodities Centre) Freezone in March 2025.

As London DE Group expands its global mine-to-market supply chain for precious metals and gemstones, Dubai has become the natural choice for the Group's third international hub, now head office. Positioned between our mining partnerships in South America, Africa, and Australia, the city offers unmatched geographic connectivity, enabling efficient trade across continents.

Dubai's world-class infrastructure and the flexibility of its free zone trading environment provide an ideal platform for moving both goods and funds. Establishing our office in the Dubai Multi Commodities Centre (DMCC), a leading global hub for precious metals, gemstones, and other commodities, reinforces credibility and ensures operations meet the highest governance standards.

The DMCC hosts global brands from Duracell and Colgate-Palmolive to luxury leaders such as De Beers and Bvlgari. Known historically as the "City of Gold," Dubai is now the world's second-largest physical gold trading hub after Switzerland, with 13–15% of global gold passing through annually. The combined value of gold and diamond trade in the emirate is approximately USD \$157.5 billion per year and growing rapidly.

In the diamond sector, the DMCC has overtaken Antwerp as the largest hub for rough diamond trading. Regularly named "Global Free Zone of the Year" by the Financial Times' fDi Magazine, the DMCC provides London DE Group with a secure and strategically positioned base for continued growth.

"Dubai is one of the largest trading centres for gold and jewellery in the world, with a rich history of crafting and trading precious metals and stones."

Ahmed Bin Sulayem, Executive Chairman of the Dubai Multi Commodities Centre (DMCC).



London DE SAS was formed in July 2020 to facilitate the supply of emeralds and the in-house production of emerald and diamond jewellery.

Located in the heart of the emerald dealing district, in downtown Bogotá, LDE SAS is strategically placed at the epicentre of the Colombian emerald and gold trading market. Colombian emeralds are widely considered to be the most desirable variety of the stone, due to their intense green saturation, few inclusions and high transparency.

LDE SAS is growing market share in Latin America and developing cross-border trade opportunities with North American markets via Miami.

LDE SAS has RUCOM, the full trading licence to operate in Colombia, enabling them to export gold, emeralds and jewellery via licensed export partners.

In 2023 the company commenced emerald tours as part of its overall education and sales growth programme. Initially these are focused on Bogotá and the Emerald District itself but they will expand to offer two day excursions to the principle mining regions of Chivor, Muzo and Coscuez, including guides who are gemmological experts and safe accommodation and transport through some of the most spectacular, pristine rainforest in the world.

“Colombia is home to a rich tradition of jewellery-making, with indigenous communities crafting intricate pieces using techniques that have been passed down through generations.”

“Discover Colombia’s Rich Jewellery-Making Traditions” on AFAR.com.



London DE have recently acquired new partnership in the heart of Brisbane, Australia, the Capital of Queensland, on the world famous Gold Coast.

London DE set up here at the beginning of 2023 to secure their partnership with one of the third largest refineries in Australia.

The company has over 20 years of experience as a full-service refinery for gold, silver, platinum and palladium. All assaying and refining of London DE's gold will be completed at their production facility. The refinery also offers quality analysis and evaluations on a wide range of precious metals.

The refinery is an environmentally aware company, who happily meet the stringent requirements of the EPA and Gold Coast City Council.

London DE's refinery can handle up to 120KG of gold per day, and have the ability to churn the process within 5-10 days, meaning London DE have an opportunity to repeat this cycle multiple times throughout one month. Based on the average spot price in 2024, approx. \$70,000 per kg, that equates to \$8.400,000 per cycle.

“Australia is the second-largest producer of gold in the world, with more than 10 million ounces of gold produced each year.”

“Australian Mining” by Mining Journal.



Channels to market - Flow of Funds

London DE Group operates a streamlined mine-to-market trading model in precious metals and gemstones. This approach allows commodities to be sourced directly from origin, reducing intermediary costs and securing advantageous pricing.

Funding partners provide working capital, which is deployed into bulk purchases that are rapidly resold into established markets. Every transaction follows strict verification procedures, ensuring that all assets are authenticated and traded at competitive market rates.

The model is designed for speed, security, and repeatability with capital cycled multiple times per month to maximise turnover and generate predictable returns. Funders can receive monthly, quarterly or annual interest payments and at the end of the agreed term, the funder receives repayment of their principal.



Funding Provided

A funder loans capital to London DE Group, which is lodged into the company's dedicated bank account.



Proof of Funds Issued

Upon receipt, Proof of Funds (POF) is issued to the supplier, confirming the availability of capital.



Asset Delivery

The supplier delivers the agreed quantity of precious metal or gemstones directly to an accredited refinery.



Verification & Assay

The refinery conducts a full assay to confirm authenticity, quality, and weight of the asset.



Sale Agreement

The refinery or end buyer agrees to purchase at the market spot price, less a small discount (typically 1%).



Supplier Payment

London DE Group transfers payment to the supplier for the delivered goods.



Cycle Repetition

The process is repeated multiple times each month, 2-4 cycles, maximising the use of available capital.



Interest Payment

At the end of the funding term, the funder receives repayment of their principal plus the agreed interest.

Channels to market

Retail Gold – London Gold Exchange

London Gold Xchange (LGX) is the retail gold division of London DE Group, offering physical gold bullion and coins to clients worldwide. LGX delivers directly to customers or stores gold securely in vaults located in London and Dubai.

In 2025, LGX launched an updated e-commerce platform, offering a streamlined, user-friendly interface for purchasing and managing gold holdings. Secure global shipping and tax-efficient product options, including UK-minted CGT-free coins, have increased market share.

LGX also supports gifting and bespoke gold solutions, tailored for private clients. This direct channel enables London DE to build strong client relationships, deliver exceptional service, and maintain control over the end-to-end gold distribution process.



LONDON GOLD
XCHANGE

Channels to market

Retail Gemstones & Jewellery – Sylvera

Sylvera London is the luxury brand of London DE Group, specialising in fine jewellery crafted from ethically sourced gemstones and precious metals. Operating via ecommerce and physical offices, Sylvera offers bespoke pieces and curated collections.

In 2025, Sylvera launched a new collection in partnership with a Dubai-based designer, expanding its footprint in the Middle East and Asia. Sales offices in London, Dubai, and Bogotá support global reach and local expertise.

By sourcing directly from LDE's mining and trading routes, Sylvera ensures quality and ethical integrity. The brand is expanding digitally and through exclusive events, positioning itself as a leader in ethical luxury jewellery.



Since 2013 London DE has built a recognisable and growing brand. This is through both organic and paid marketing activity. London DE has built up a thriving and growing social community of over 25,000 and is verified on Pinterest.

Our current social stats:



Digital Marketing Activity

London DE has worked hard to improve organic search rankings. In 2024, the website received 59,000 users to the website. Direct and organic traffic is increasing rapidly for the brand, owing to the ongoing focus of SEO and content marketing activity. In 2024, organic traffic increased 52% and direct traffic increased 130% YOY. London DE ranks in the top 10 on Google for key diamond and emerald-related phrases.

Press Coverage

The company has also recently been featured in online and print publications such as Hitched, Country & Townhouse, the Country Life Wedding Special and Rock My Wedding. The brand has also been featured in collaborations with notable online influencers including Bliss From Paris (50.3K followers). In addition to this, London DE has been recently featured in industry publications such as Jewellery Outlook, Retail Jeweller and the National Association of Jewellers blog.

Marketing Strategy 2025

Going into 2025, the company has a robust marketing strategy in place focusing on growing brand awareness and conversion rate optimization of the B-C business. The London DE team intends to achieve this through establishing and growing strategic partnerships, retention marketing, collaboration with Influencers for UGC, PPC and digital advertising, affiliate marketing and brand building activities. London DE Group appointed a new Head of Marketing and plans to launch a new website, Q3 2025.



NAJ is the UK's leading jewellery trade association. Every NAJ member abides by the NAJ's Code of Conduct based on honesty, integrity and professionalism.



Created in the UK is a scheme launched by the NAJ to promote jewellery that's made in the UK. As a member, jewellery, silverware and products created in the UK can be promoted as such.



The Institute for Directors is a membership community for UK directors, where you can connect with other leaders, develop skills and be heard.



LMG Jewellery is the UK's largest organisation specialising in the management of insurance claims for jewellery, watches and other valuable objects.



London Chamber of Commerce and Industry is London's key hub for the business community.



British and Colombian Chamber of Commerce is an independent, not-for-profit business organisation aiming to build closer ties between British and Colombian business.

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London DE Ltd was incorporated in England and Wales under the Companies Act 2006 as a private limited company, limited by shares on 9 December 2013.

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Colombia

Share Capital

The Company's issued ordinary share capital is comprised of 373,340 ordinary shares with a nominal value of £0.001 each. The Company's issued ordinary share capital is comprised of 292,313 ordinary shares.

Major Shareholders

The table below lists all shareholders that have a holding in excess of 10% of the issued share capital:

Name	No. of shares held	% of total issued shares
Philip Spencer (Director)	218,460	 0% 75% 100%
Seedrs Nominees LTD	69,941	 0% 25% 100%

Philip Spencer has during the five years preceding the date of this IM been a Director of the following companies:

Name	Incorporated	Appointed	Ceased
London DE Holdings Ltd	19/03/2022	19/03/2022	–
London DE Limited	09/12/2022	09/12/2022	–
Luxury Commentator Limited	21/03/2019	21/03/2019	–
HEXA Resources Limited	10/11/2016	10/11/2022	16/02/2022
Evolution Coins Ltd	19/02/2018	28/02/2018	10/09/2018
Exchange Capital Partners Ltd	20/06/2017	20/06/2017	29/05/2018

None of the above companies are traded on a public regulated stock exchange.

Annabel Spencer has during the five years preceding the date of this IM been a Director of the following companies:

Name	Incorporated	Appointed	Ceased
London DE Limited	09/12/2013	02/11/2019	01/04/2020

None of the Directors have any criminal convictions. None of the Board members have, over the past five years been the object of official sanctions by a supervising or legislative authority, been prohibited by a court of law from serving as a Board member or Company Director or has in any other way been prohibited from undertaking commercial activity. None of the Directors have been declared bankrupt.

Risk Factors

Funders should consider carefully the following factors and other information in this IM before they decide to lend The Company funds. A loan to the Company involves risks and lenders may lose part or all of their capital. All of the information contained in this IM should be considered in the light of the risk factors set out below.

The principal risk factors considered by the Directors to be relevant when considering a loan to the Company are as follows (this is not an exhaustive list and funders should consult their financial advisers before committing any of their capital).

Risks Relating to the Loan Notes

The Loan Notes are not presently listed on any exchange and as such are deemed non-readily realisable, it will be difficult to obtain valuation information and information regarding the extent of the risk involved. In non-readily realisable shares than shares/securities that have been admitted to the Official List.

Funders should note that The Company does not currently have any arrangements in place to have the Loan Notes admitted to trading on a regulated stock exchange.

You may have difficulty selling this loan note at a reasonable price and, in some circumstances, it may be difficult to sell it at any price.

Admission to Trading on a Recognised Stock Exchange

There are no intentions to have the Loan Notes admitted to trading on a stock exchange.

Risks Relating to Operating History, Past Performance & Future Performance

Past performance and historical information is not an indication of future performance. The Company's actual performance could differ materially from projections.

Risks Relating to the Company

The Company operates in the precious gems and jewellery sector and is reliant upon its wholesale and retail contacts and supply line of uncut gemstones. Should The Company be unable to continue to secure a source of quality uncut gems the trading of The Company would be materially affected.

The Company's business model and its future plans are reliant on the industry sector standards and the forecasts and projections put together by The Company are based on the expansion of its existing experience and operations. Funders should note that should The Company be unable to expand its operations or be unable to benefit from the expected economies of scale and increased purchasing power or that it is unable to increase its sales distribution, the value of The Company could be materially affected and funders could lose some or all of their capital loaned.

Other Risks

Exchange rates; The Company intends to source gemstones from external suppliers some of whom are located outside the UK, fluctuations in currency could have a material effect on the revenues, cost, and subsequent profitability of The Company.

Advice Recommended to Funders

The loan described in this IM may not be suitable for all recipients and funders are strongly advised to consult a person authorised under FSMA who specialises in advising on the acquisition of shares and other securities.

There is a risk that insufficient funds will be raised under the Placing to enable The Company to proceed with its proposed business expansion, and in such circumstances the future performance of The Company could be materially affected. Where The Company is unable to meet its financial commitments as a result of the proposed expansion funders should be aware that they could lose some or all of their capital loaned.

Risks Relating to Key Personnel

The success of Company may be reliant on retaining certain key personnel, funders should note that should The Company be unable to retain key staff it could have a material effect on the revenues, cost, and subsequent profitability of The Company.

Changes in Legislation

The Company currently meets all UK legislation concerning the treatments and products offered, however, funders should be aware that changes to the current legislation could have a material effect on the revenues, cost, and subsequent profitability of The Company.

Security

Whilst the Company is offering funders the security of both a fixed and a floating charge over the assets of the Company funders should be aware this does not guarantee repayment of their interest and capital. In the event of a default the security offered may be insufficient to meet the Company's obligations to holders of the Loan Notes.

The Loan Notes that are being made available for subscription through this Private Placing are secured 5 year Loan Notes (“the Notes”).

The Notes were established under the terms of a Trust Deed dated 20 November 2019 between the Company and the appointed Trustee Cotswolds Capital Ltd. A copy of the Trust Deed is available upon request from the Company by emailing support@londonde.com. The security offered by the Company to funders are a fixed and a floating charge over the assets of the Company. A first charge was registered by the Trustee on 22 November 2019 at Companies House and the terms of the Security Deed can be viewed by clicking on the PDF link on the following page at Companies House:

<https://find-and-update.company-information.service.gov.uk/company/08806847/charges/4RThHCF6MQYf9Y1uefZ0Q-cY4RU>

The Notes are fully transferable but will not be admitted to trading on a stock exchange.

APPLICATION AND TERMS AND CONDITIONS OF SUBSCRIBING FOR LOAN NOTES

A separate application form along with the terms and conditions of subscribing for the shares is available from The Company.

Please note that the application form is only available as a supplement to this IM and cannot be forwarded to any potential funder as a standalone document.

Funding Terms



Minimum Term
12 months



Minimum Loan
£10,000



Security Trustee
Cotswolds Capital



Interest Paid
Monthly



Security
Legal Charge of
Company & Assets



Instrument
Fixed Rate Loan
Notes

10% **Option 1**
£10,000+
Return 0.83% per month

12% **Option 2**
£20,000+
Return 1.00% per month

15% **Option 3**
£50,000+
Return 1.25% per month

18% **Option 4**
£100,000+
Return 1.5% per month

What is the minimum loan amount?

Minimum entry is £10,000.

What return do I make?

Annual returns start from 10%.

How are my funds secured?

Funds are only released to the supplier upon purchase of the gold.

How long is the duration of the loan?

This is a 5-year (60 month) loan term, with the opportunity to exit at any point after the 12 month initial period, with 3 months' written notice.

Are London DE Regulated?

London DE are not regulated by the FCA which means our UK Loan Note is an unregulated financial opportunity. We therefore require every funder to certify themselves as either a Sophisticated or High Net Worth individual, in order to confirm they understand the risks when investing into a Loan Note.

Are London DE able to give any advice?

London DE are not FCA Regulated Advisors and are not able to give any advice on investing. We would recommend you speak to a qualified FCA Regulated Advisor before making any financial commitment if you are unsure.

I am based Overseas; Can I still become a funder?

London DE welcomes funding Globally from qualified self-certified funders. You must ensure you provide all the necessary documents for your Anti-Money Laundering checks before proceeding.

Can I use Euros for the loan?

We welcome funding in all major currencies. Understand these risks before investing into any opportunity. Please seek financial advice if you need help with this.

What other costs do I have to pay when I lend my capital?

There are no other costs throughout the duration of your funding.

When will I be paid my return?

Payments are made on the 1st working day of each month for the duration of the loan.

How long have London DE been paying returns for?

London DE have been paying funders a monthly return since June 2018.

Can I lend using my pension?

London DE is available to invest via SSAS. All SIPP loan notes must be completed via an IFA.

Can I visit someone before making a financial commitment?

Absolutely. We welcome anyone to our offices in Hatton Garden, London or DMCC, Dubai so you can see how we work. Alternatively, we are also happy to Zoom or WhatsApp if it's easier!

What happens if the company doesn't perform?

London DE has appointed Cotswolds Capital as their Security Trustee. Cotswolds Capital hold a legal Fixed and Floating charge over the company's assets on behalf of all Loan Note holders. Should the company default, the Security Trustee would be called upon to administer The Companies assets. London DE endeavours to hold more stock/assets than company debts. This in turn gives the funders true asset backed security. As with any financial commitment there are also risks with loans.

What experience do London DE have in the Gemstone market?

London DE has been established since 2013 and has built up a solid reputation in the gemstone, jewellery and gold trading markets.

What is the purchase lead time for gold?

Our routes to market are between 5-10 days enabling us to do between two and four trades per month with the same capital.

Can I lend via a Limited Company?

Yes, you just need to provide a copy of your incorporation certificate as well as your personal AML checks and ensure that all relevant business partners agree to the lending.

Where do you refine the gold?

We have partnerships in place with refineries in Brisbane, Dubai, Bogotá and London.

Can I purchase the physical gold?

We do sell gold bullion bars and coins to those who are looking to hold the asset. Please contact us on the following email address to discuss your requirements - support@londonde.com

Security Trustee

An impartial interface between borrowers and multiple creditors, an independent security trustee acts as the sole holder of security for the benefit of the secured creditors or particular groups of them. Security trustees are appointed in structures such as secured loans and structured finance transactions, where the benefit of the security is held on behalf of a group of creditors. If required, the security trustee will take action to enforce the security and distribute the proceeds of enforcement to those contractually entitled to it.

**LONDON DE LIMITED**

Information Memorandum relating to a private placing of Loan Notes (Incorporated in England and Wales under the Companies Act 2006 with registered no: 08806847) of up to 18,000,000 Loan Notes of £1 nominal value.

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