



 LONDON DE GROUP

GOLD LOAN NOTE May 2025

Donde vemos Private Debt/Deuda Privada en un Portafolio Diversificado?

Calpers recalibrates Asset Allocation For July 1st 2025

CalPERS is the largest public pension fund in the US.\$442 billion under management, voted to increase its allocations to private equity, private debt and other alternatives

CalPERS es el mayor fondo público de pensiones de Estados Unidos. Con 442.000 millones de dólares bajo gestión, votó a favor de aumentar sus asignaciones a capital riesgo, deuda privada entre otras inversiones alternativas

CalPERS (California Public Employees' Retirement System) has a new asset allocation target that includes the following percentages:

- 42% in global equity
- 30% in fixed income
- 15% in real assets
- 13% in private equity
- **5% in private debt**
- *The allocation adds up to 105% due to the 5% allocation to leverage. CalPERS also increased its equity allocation to 50% and boosted fixed income to 28%.*





LONDON DE GROUP

GOLD LOAN NOTE PRESENTATION

May 2025



LONDON DE GROUP

Introduction to the London DE Group



London DE (LDE)

London DE, Parent Company of the group, has been trading **since 2013**. London Gold Xchange and Sylvera are owned and operated by LDE Group.

Founded by **Philip Spencer**, Commissioned Officer in UK Armed Forces, Stockbroker and Wealth Manager in City of London and Dubai, UAE.

The LDE Group has established connections with **commodity sources**, offering **unique financial opportunities** and **competitive prices**.

THE FOUNDER & CEO

PHIL SPENCER

- Commissioned Officer in UK Armed Forces
- Stockbroker and Wealth Manager in City of London and Dubai, UAE
- Founded London DE in December 2013
- Passionate entrepreneur, with a high degree of integrity
- Ethical approach to disrupt the coloured gemstone and artisanal gold markets.





THE ORGANISATION



LONDON
DIAMOND & EMERALD FINE JEWELLERY

London DE (LDE)

London DE is the parent company of the group. From its head office in London, it is responsible for the B-B coloured gemstone and gold trading activities.



SYLVERA
LONDON

Sylvera London (SVL)

Sylvera London is the the fine jewellery & luxury watch brand of the LDE Group. Specialising in Colombian emeralds (sourced by LDE), diamonds & coloured gemstones.



**LONDON GOLD
XCHANGE**

London Gold Xchange (LGX)

Through direct links to ethical mines in Colombia, & in partnership with the Royal Mint, LGX bring directly sourced bullion and coins to a global market at unparalleled value.



London, England

London DE was founded in Hatton Garden over a decade ago in 2013, where its head office remains.

Bogotá, Colombia

Formed to facilitate the supply of emeralds and the in-house production of emerald and diamond jewellery.

OUR LOCATIONS



Dubai, UAE

Home to one of the fastest growing luxury markets. The crossroad of east-west trade in fine jewellery, gemstones and gold.

Brisbane, Australia

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



HATTON GARDEN, LONDON, HEAD OFFICE



HATTON GARDEN

Hatton Garden has been a hub for the gold and jewellery trade for centuries. The area started attracting jewellers in the 1800s because of its proximity to the wealthy clientele in the West End and the City.



GEMSTONE AND GOLD HUB

Today, there are over 55 jewellery shops and close to 300 jewellery businesses in the locality, making it the largest jewellery quarter and gold trading centre in the UK.



REGIONAL HUBS



London DE DMCC (Dubai Branch)

The Middle East is the fastest growing luxury retail market and it is fast becoming one of the biggest global hubs for gold and precious metal trading.



London DE SAS (Colombia)

Located in the heart of the emerald trading district of Bogotá, Colombia, the source of the finest emeralds on earth and the location of the main production facility.



THE CURRENT GOLD MARKET

As of April 2025, gold reached an **all-time high** of **\$ 3,400 per ounce**, driven by escalating geopolitical tensions and economic uncertainties.

In 2024, total global gold demand hit a record 4,974.5 metric tons, a 1% increase from the 2023.

Annual investment in gold **rose by 25%** in 2024, reaching a four-year high of 1,179.5 metric tons.



Problems in the Open Market



Market Volatility

Commodity markets fluctuate due to economic and geopolitical factors.



Liquidity Issues

Selling gemstones can take time, and gold sales may involve premiums.



Storage & Security

Both require secure storage and insurance, adding to costs.



High Transaction Costs

Dealers, auction houses, and taxes reduce investment returns.



Ethics & Sourcing

Conflict sourcing and environmental damage affect desirability.



Niche Expertise

Assessing gemstone value requires specialist knowledge.

The London DE Solution

London DE's Fixed Rate Loan Note offers asset-backed, high-yield returns while mitigating common investment risks in gold & gemstones.

FIXED INCOME RETURNS

Loan Notes provide monthly interest payments, reducing exposure to market fluctuations.

REGULAR MONTHLY PAYMENTS

Investors receive fixed interest payments every month, ensuring consistent cash flow.

INVESTOR FUNDS ARE HELD IN ESCROW

Funds are only released upon successful purchase, certification, and assay of gold.

NO HIDDEN FEES

Investors pay no additional transaction costs, maximizing net returns.

ESG-ALIGNED

London DE sources gold and gemstones through ethical, conflict-free supply chains.

PROVEN TRACK RECORD

London DE has been paying investors monthly returns since 2018, ensuring reliability and trust.



The London DE Solution

18%

Return

\$100,000

Minimum Investment

1.5%

Per Month

Monthly interest is paid in **all major currencies** or **physical gold bullion interest** can be paid annually

18%

Return

\$500,000

Minimum Investment

1.5%

Per Month

A **Golden Visa** to the **UAE** is included free of charge in this threshold offering **tax and residency benefits**



Minimum Investment
£100,000



Investment Term
60 months



Interest Paid
Monthly



Security Trustee
Cotswolds Capital Trustee



Asset Backed
Fixed income Loan Note



Security
Legal charge over the Company and Assets

Why Now?

London DE is exploring, extracting and investing in local economies across the globe. These relationships have enabled London DE group to expand activities in various countries and gain trust with suppliers and investors alike.



GROWING OPPORTUNITIES

London DE is securing competitive gold and gemstone deals in Zimbabwe through direct sourcing while expanding into its growing property market.



INCREASED TOTAL

Due to the commodity relationships that have been built created, the Security Trustee, Cotswolds Capital, have increased the total raise to £18 million.

Strategic Alliances & Licenses

We have been establishing and maintaining a standard of excellence in the trade of precious metals, gemstones, coloured gemstones, and fine jewellery since our establishment in 2013.



The NATIONAL
ASSOCIATION of
JEWELLERS
THE MARK OF QUALITY



RESPONSIBLE
JEWELLERY
COUNCIL



ARABBRITISH
CHAMBER OF COMMERCE



1.

Investor Subscribes.
LDE Receives the net proceeds of the investment into the Currency Cloud FX portal

EXAMPLE = £100,000
£15,000 administration, marketing, and operational costs.

2.

Funds are deployed to a secure holding account (usually Mashreq) to execute the trade (in USD) to purchase under spot price.

EXAMPLE = £85,000
Proof of funds sent to Seller, who sources and ships the gold to the refinery

3.

Gold is received by the refinery and Assayed. Funds are released from the account to the Seller only when the Final Assay Report is presented.

EXAMPLE = £85,000
Released from the secure account to the Seller upon delivery of the Assay Report.

4.

The refinery pays London DE Group (LBMA second fix spot price -1%).

EXAMPLE = £90,100
Approximately £90,100 is paid by the refinery to LDE for the trade, leaving a profit of £5,100.
(an average 6% gross margin per trade).

5.

This process is repeated on average 24 times per year.

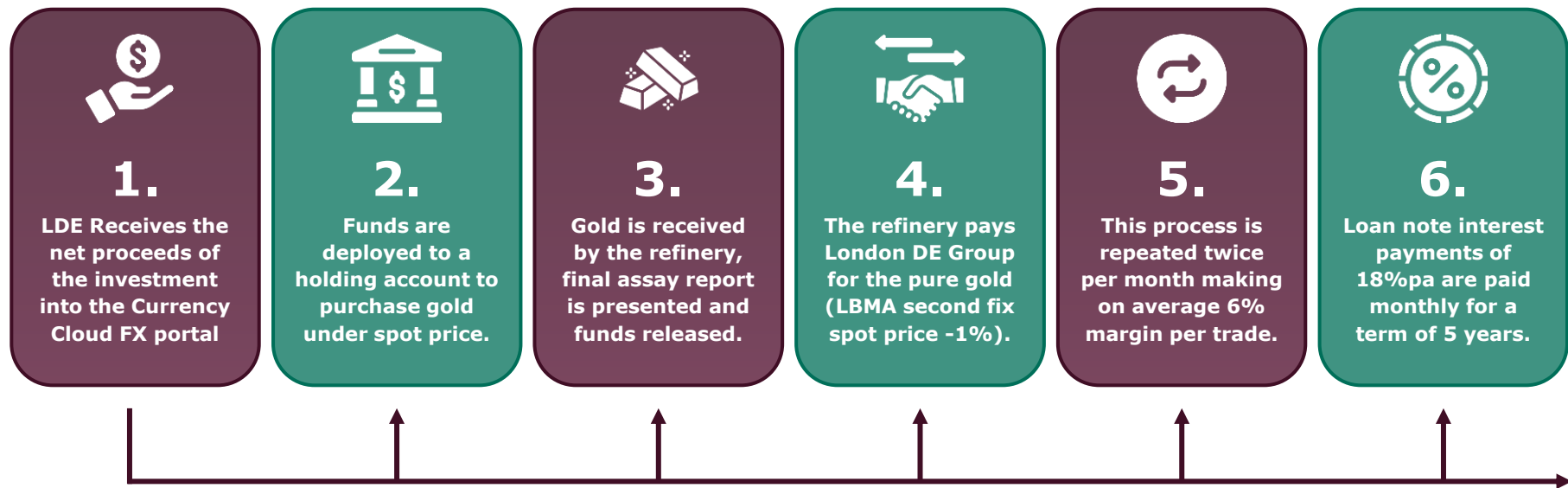
EXAMPLE = £207,400
Generating £207,400 on the original £100,000 loan (£85,000 of which was deployed into the trade twice per month for 12 months).

6.

Interest payments are paid monthly with a minimum term of 12 months.

EXAMPLE = £118,000
The total repayment after 12 months equates to 18% on a £100,000 loan note. This leaves a profit of £89,400 to pay overheads, interest and LDE profit.

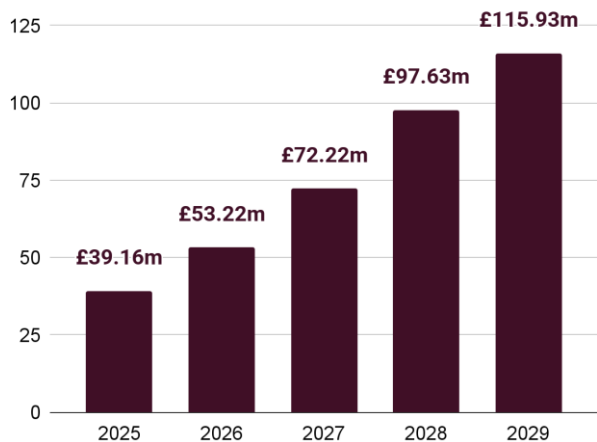
London DE Flow of Funds



FINANCIAL FORECASTS

Conservative five year forecast for the LDE group, compiled by Hilton Accountants in London, UK on 1st Nov 2024 and reviewed quarterly.

Total Turnover (£Million)



REVENUE SOURCE	DESCRIPTION	2025	2026	2027	2028	2029
----------------	-------------	------	------	------	------	------

Gold sales	Turnover	£36.43mn	£48.63mn	£65.32mn	£89.63mn	£105.70mn
	Gross Profit	£2.19mn	£2.92mn	£3.92mn	£5.38mn	£6.34mn
(B-B = 90% / B-C = 10%)	Net Profit	£728K	£972K	£1.31mn	£1.79mn	£2.11mn

Jewellery, watch & gemstone sales	Turnover	£2.73mn	£4.59mn	£6.90mn	£8.01mn	£10.23mn
	Gross Profit	£1.64mn	£3.21mn	£4.83mn	£5.60mn	£7.17mn
(B-B = 20% / B-C = 80%)	Net Profit	£327K	£803K	£1.69mn	£1.96mn	£2.51mn

Totals:	Total Turnover	£39.16mn	£53.22mn	£72.22mn	£97.63mn	£115.93mn
	Total Gross Profit	£3.82mn	£6.13mn	£8.75mn	£10.98mn	£13.51mn
(B-B = 55% / B-C = 45%)	Total Net Profit	£1.06mn	£1.78mn	£2.01mn	£3.75mn	£4.62mn

UAE Golden Visa:

Your Path to Long-Term Residency

Tax Benefits

Golden Visa holders in the UAE benefit personally from a tax-free environment. There is no personal income tax or wealth tax. Corporate tax is only 9%.

Residency & Mobility

The UAE Golden Visa offers a 10-year renewable residency. There is no mandatory stay requirement, allowing full freedom to live, work, and study in the UAE.

Business & Investment Perks

Visa holders can own 100% of their business without a local sponsor. There are no trade license restrictions, and all profits can be repatriated abroad.

Eligibility Paths

Eligibility includes investors with AED 2M+ in real estate or AED 1M in business. Professionals earning AED 30,000+ and top-tier students can also qualify.





LONDON DE GROUP

neil@londonde.com

(Incorporated in England and Wales under the
Companies Act 2006

Registered no: 08806847)

Total Raise: £18mn

Date of Information Deck April 2025

