



masterinvestor

RESEARCH • ANALYSE • INVEST

UK'S LARGEST EVENT FOR PRIVATE INVESTORS

CONNECTING COMPANIES WITH INVESTORS

KEYNOTE SPEAKERS
CONFIRMED:
JIM MELLON &
PAUL LEWIS

"It's proven that investors value the ability to speak face-to-face with companies at executive level, which then plays a major part in their investment decision-making process. That's why Master Investor is such an effective tool for companies!"

SWEN LORENZ, CEO, MASTER INVESTOR LTD.



SATURDAY
APRIL 23rd 2016
9am - 5pm

HOSTED IN CENTRAL LONDON
EUROPE'S LEADING FINANCIAL CENTRE



MASTER INVESTOR PROVIDES A COMPREHENSIVE, TOTAL SOLUTION FOR THE MARKETING OF YOUR COMPANY!

- Our **14 year track record** allows us to attract the highest profile names from the UK finance industry.
- 37% of our attendees have a portfolio of >£250,000.
- For 2016, additional facility space will allow us to increase numbers to a record **8,000 attendees**.
- The Business Design Centre in Islington is Central London's highest quality conference venue. A historic building turned into a **21st century conference facility**.
- Additional facilities will be used to implement a clear segmentation of the show ("themed villages"), allowing us more targeted promotion of the show.
- Exhibitors can **meet a large number of potential investors in a single day**, giving you a high return on investment on your marketing spend.
- **Networking opportunities** on several levels, e.g. we consistently hear from exhibitors that they also made new business contacts.
- VIP lounge access allows you to arrange **one-to-one meetings** throughout the day.
- Keynote speakers in past years: Jim Mellon ("Britain's answer to Warren Buffet"), Merryn Somerset-Webb (Editor of Moneyweek, columnist at Financial Times and Sunday Times), Gervais Williams (award winning small-cap fund manager), and countless others.
- Master Investor Magazine is the UK's number one free online investment magazine. We can offer exhibitors a **package** that allows them to build a year-round engagement with our audience.

WHAT OUR EXHIBITORS SAY ABOUT US

“MASTER INVESTOR PROVIDES VALUABLE EXPOSURE FOR OUR COMPANY AND UNPARALLELED DIRECT ACCESS TO INVESTORS. THE EVENT HAS INTRODUCED NEW INVESTORS TO THE SHARE REGISTER AND PROVIDED A PLATFORM TO CONVEY OUR BUSINESS MODEL.”

Richard Wolanski

CFO, Avation PLC

Listed on the London Stock Exchange, “AVAP”

Market capitalisation: £90m



Avation has been attending Master Investor as exhibitor since 2014 and will be exhibiting for the 3rd time in 2016.



PRODUCT OVERVIEW

Price List
All prices excl. VAT

| Product | Regular stand | Double stand | Breakfast Speaking Slot (10 min between 9am and 10am) | Regular Speaking Slot (10 min between 10am and 4pm) |
|---|--|--|---|---|
| Stand(s) | 1 | 2 | n/a | n/a |
| Ticket allowance | 25 | 50 | n/a | n/a |
| Main stage reserved seating (first five rows) | 5 | 5 | n/a | n/a |
| Brand display outside of the stand | n/a | n/a | On logo wall at the stage | On logo wall at the stage |
| Distribute flyers | At the stand | At the stand | On flyer stand at the stage, all day | On flyer stand at the stage, all day |
| Presence in MI Magazine | One full page ad in pre-show issue | Two full page ads in pre-show issues | Yes, 250 word profile in pre-show issue. | Yes, 500 word profile in pre-show issue. |
| Website of MI | Company profile (max 150 words); logo on website | Company profile (max 300 words); logo on website | Inclusion on speaker list (bio; max 150 words) | Inclusion on speaker list (bio; max 150 words) |
| | | | | |
| Regular price | £4,000 | £7,000 | £1,500 | £2,500 |

SPEAKING AT MASTER INVESTOR

Being on stage allows you to tell your story in a focussed way to those investors who are most interested in your company.

Combining an all-day stand presence with a speaking slot is a powerful way to get your message out to our audience of high net worth individuals, private investors, brokers and analysts. Here is how a speaking slot helps you to maximise your exposure:

A speaking slot automatically increases the interest of the audience in your company. All speaking sessions are advertised extensively in the on-line and email campaigns ahead of the show. They are also advertised on the day, featuring in the Show Guide, across event signage, and through direct reference from the event's comperes across our three stages. Quite simply, a speaking slot acts as a catalyst to increasing people flow to your stand.



The ever-popular speaking slots of 10 minutes each will give you the opportunity to speak to investors and maximise the attention you generate for your company and the number of new investor leads you generate on the day. Dedicated Master Investor social media staff will be on the site to increase social media exposure for all speakers on the day.

Please note, these speaking slots can only be acquired in conjunction with an Exhibition Stand Package. See price list for further details.

The speaking slots are strictly limited and will be allocated on a first come first served basis. Book early to avoid disappointment.

**Please email
swen@masterinvestor.co.uk
to discuss this further.**

DEMOGRAPHICS

Unlike other, smaller event organisers, Master Investor can rely on its organically grown, internal mailing list to ensure the event is attended by a quality audience. Our finance website delivers unique, high quality content, enabling us to invite an audience that has a proven, serious interest in financial matters and investments.

THE FOLLOWING ARE STATISTICS FROM OUR 2014 AND 2015 EVENTS:

- **25%** of our readers have a portfolio between **£100,000** and **£250,000**;
- **12%** manage a portfolio between **£250,000** and **£500,000**;
- **13%** between **£500,000** and **£1m**; and
- **12%** above **£1m**.
- **58%** of our readers identify themselves as investors, **9%** as traders, and **33%** are both long-term investors and traders.
- **50%** of our attendees stay at the show for more than five hours.
- **90%** of our attendees rated their experience of visiting Master Investor as either "Excellent" or "Good".
- **90%** of our attendees are likely to attend again.
- **50%** of our audience is in the age range of 55 to 74, and **39%** of our audience is in the age range of 25 to 44.
- **17%** of our attendees were from a Board of Directors level, **11%** were senior management level, **22%** are middle management level, **17%** were retired, and **17%** were self-employed.
- **48%** of our attendees live in London or the South-East,
- **Our show also attracts outliers.** Given our network, attendees of the 2015 event also included the founder of a fund management firm with **\$30bn in assets under management**, several entrepreneurs that have made triple-digit fortunes in venture capital as well as a whole number of other extraordinary individuals and public figures.

B2B networking: In 2015, we have had attendees from the following firms

Accenture, Barclays, Beaufort Securities, Bloomberg, BNP Paribas, Cantor, Capital Strategy LTD, Cerno Capital, City and Merchant, Excalibur Group, Global Mining Observer, HSBC, JP Morgan, Metro Bank, MoneyWise, Philip Capital, Prodigy Capital, Rothschild Advisors, Santander, Slater investments, St. Brides Partners, Stan Hill Capital, Thomson Reuters, Traders and Investors Club, Trading Central, VSA Capital, Waterbridge Capital, Wells Fargo, and many many more....



By partnering with Master Investor, you can get year-round exposure for your company to our audience of high-net worth individuals. Please email us for further information: sales@masterinvestor.co.uk



For more information and to secure your stand, speaking slot or sponsorship, please contact us by email, phone or by arranging a personal meeting.

Swen Lorenz, CEO (London)

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James Harper-Lewis, Event Logistics and Operations (London)

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James Faulkner (Sheffield)

james.faulkner@masterinvestor.co.uk

By phone: 0207 368 3392

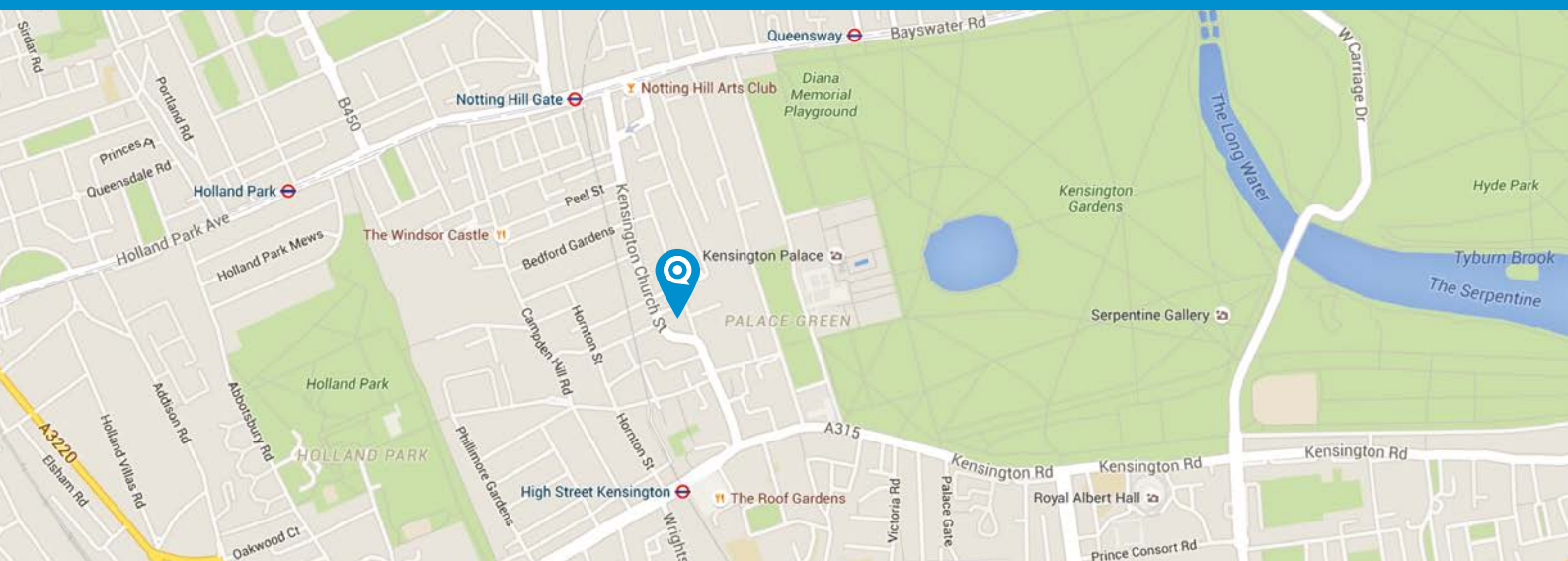
For a personal meeting:

Master Investor has its head office in Kensington, within a short walking distance from either Notting Hill Gate or Kensington High Street. Visit us if you'd like to meet the team and to personally discuss your requirements as exhibitors, or arrange for a meeting at your office in the London area. One of our team members is based in Sheffield.

Appointments: sales@masterinvestor.co.uk



WE ARE LOOKING FORWARD TO WORKING WITH YOU!



**Master Investor is a trading name of Burnbrae Media Ltd.,
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Disclaimer: All information published in this brochure was believed to be accurate at the time of publication. Demographic data about our readers and attendees was taken from 2014 and 2015 surveys of attendees and readers. All information is subject to change.