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BRAEBURN WHISKY  
COMPANY PROFILE

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## About Braeburn

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### WELCOME TO BRAEBURN WHISKY

*Braeburn Whisky* is a premier firm of expert investment advisors committed to helping clients around the world unlock the power of whisky cask investment to build stronger and higher yielding portfolios.

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Braeburn's knowledge of the whisky market is unparalleled. *The team has access to the rarest casks and insights* about where the market is going, alongside a deep understanding of the individual investment needs of each and every one of their clients.

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## BUILDING VALUE FOR CLIENTS WORLDWIDE

As pioneers in whisky cask investment, *Braeburn Whisky* focuses on growing the real value of client portfolios over the long term, whilst protecting their wealth in volatile markets.

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*Braeburn Whisky* builds its relationships based on trust. More than 2000 private and corporate clients worldwide rely on *Braeburn* to add extra value to their investment portfolios.

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Innovative technology combined with a team of world-renowned financial experts allows *Braeburn* to identify the investment opportunities that deliver significant returns to investors.

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## A LEGACY THAT GROWS STRONGER EVERY DAY

The *Braeburn Whisky* story began with a question: Why is it that only industry insiders have access to the extraordinary potential of whisky cask investment? That insight led to the birth of *Braeburn* and the dream of making whisky cask investment accessible to every investor worldwide.

Since then, *Braeburn* has grown to become the world's leading whisky investment firm. The company's vision is to continue to build stronger and more profitable portfolios for clients through unmatched whisky knowledge.

A knowledge built on passion, heritage and a constant desire to go further.

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*The Braeburn Whisky* team combines a passion for whisky with an approach to portfolio management that puts the client at the heart of everything they do.

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## THE BRAEBURN WHISKY STORY

Braeburn Whisky is founded

2016



500 Casks Under Management

2016



3500 Casks Under Management

2019



UK Bonded Warehouse Contracted Exclusively For Braeburn Client Storage

2020



First Ever BC20 Whisky Cask Index

2020



UK Representative Office & Warehouse Opens

2016



Braeburn Spain Opens

2018



Braeburn Client Portal Launches

2019



5000 Casks Under Management

2020

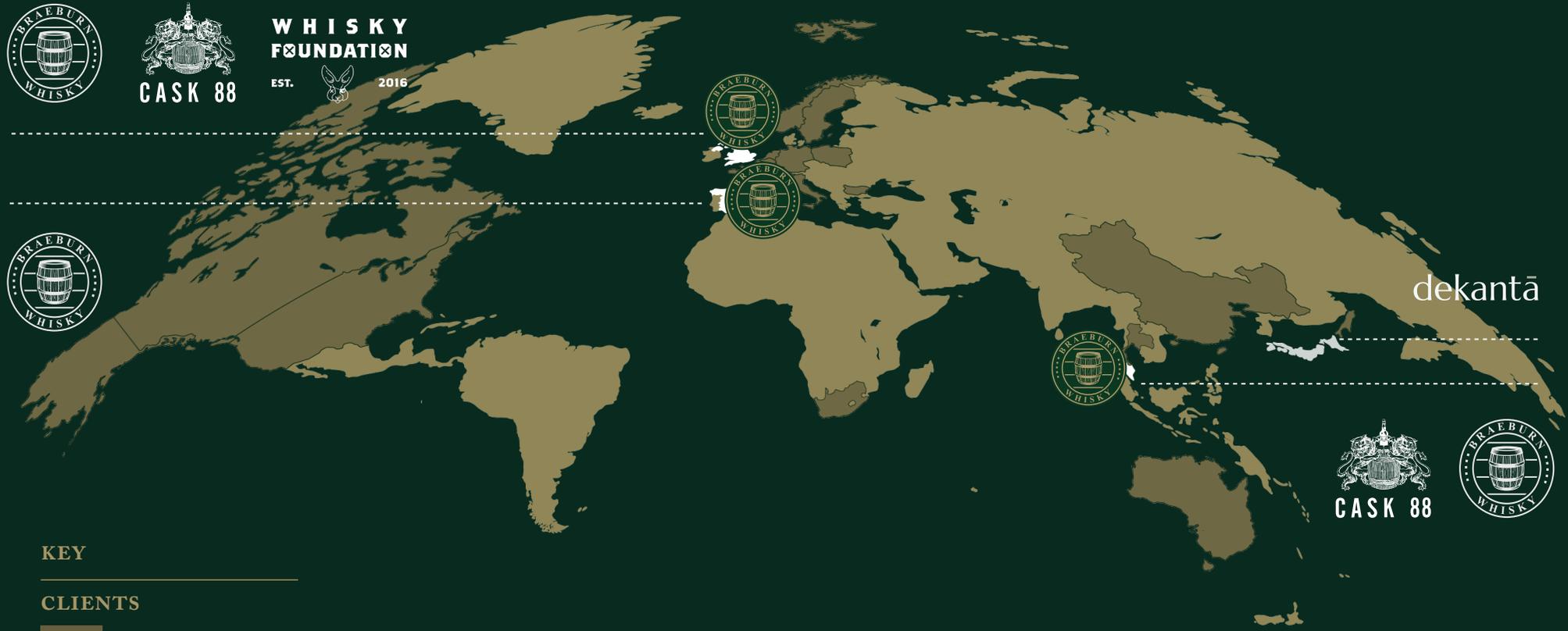


Office Opens in Asia

2021



CONNECTED ACROSS THE GLOBE



KEY

CLIENTS



BRAEBURN OFFICES



AFFILIATES



OFFICES & WAREHOUSE

*Braeburn Whisky* has offices located in *Barcelona* and *Singapore*, as well as a *UK Representative Office* and a partnership granting exclusive use of a bonded warehouse in *Scotland*.

CLIENTS

We help clients based in every corner of the word to maximize the potential of their whisky cask investments.

DISCOVER BRAEBURN  
WHISKY'S EXCLUSIVE  
BONDED WAREHOUSE  
PARTNERS

Benrinnes  
Distillery

Glenallachie  
Distillery

Aberlour  
Distillery

Macallan  
Distillery

Speyside  
Cooperage

Craigellachie  
Distillery

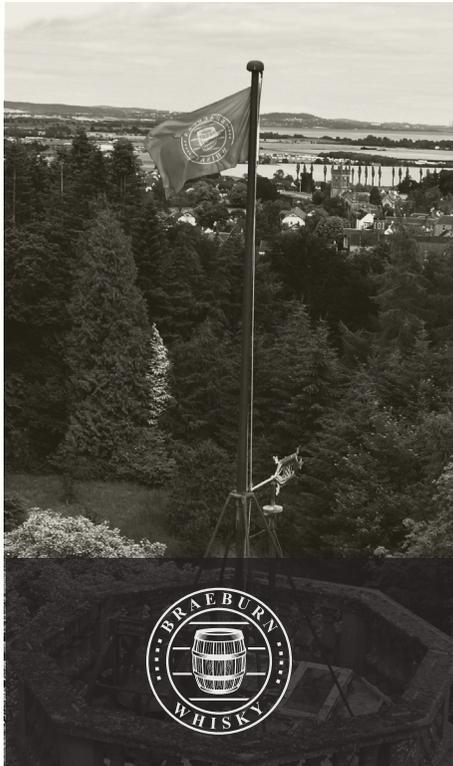
Braeburn Whisky  
Cask Warehouse

At *Braeburn Whisky* the security of clients' investments is paramount. Client casks are safely stored at bonded warehouses throughout *Scotland*, many of them at a new facility situated in *Speyside*, the beating heart of *Scotland's* whisky heritage, which has been contracted to be used exclusively to store casks for *Braeburn* clients.

From New Make to Blue Chip, *Braeburn* has access to an *extraordinary selection* of casks from *Scotland's* top distilleries, providing unique opportunities to *build stronger portfolios* for every investor profile.

## THE WHISKY PEOPLE

*Braeburn Whisky* is part of an affiliated group of companies that have challenged the norms of the industry, bringing whisky expertise and opportunities to a wider range of enthusiasts worldwide.



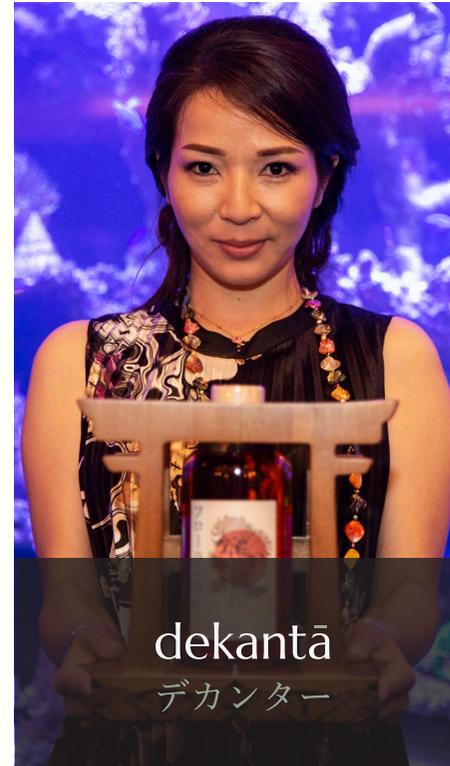
### BRAEBURN

The world's leading whisky cask investment platform.



### CASK 88

Award-winning independent bottler of *Scotch Whisky* expressions.



### DEKANTA

The world's leading online retailer and award-winning independent bottler of *Japanese Whisky*.



### WHISKY FOUNDATION

Delivering the finest whisky to your door worldwide.

## Why Braeburn?

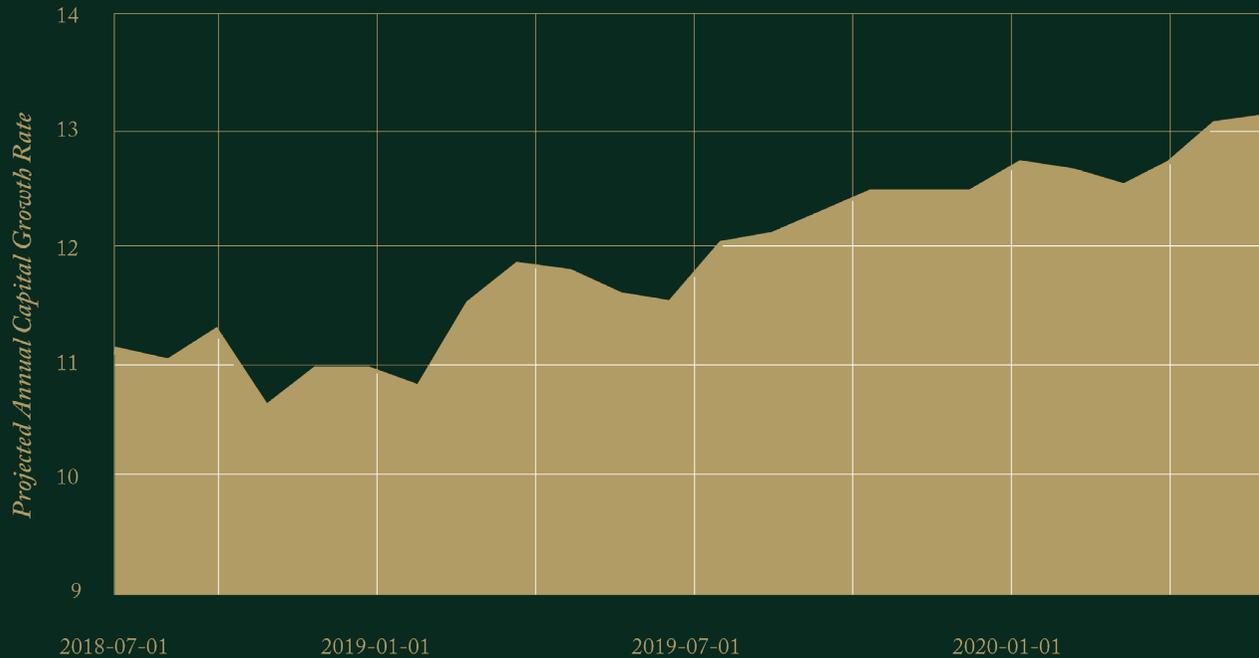
### THE UNIQUE BRAEBURN WHISKY APPROACH

*Braeburn Whisky* is committed to bringing a new level of data and analysis to all aspects of its cask offerings.

Using a unique whisky investor platform that employs real-time data based on a proprietary algorithm, *Braeburn* gives its clients unprecedented transparency, alongside the opportunity to spot investment opportunities in a fast-moving market.

*Braeburn* are pioneers in the application of technology to whisky cask investment. *Their online platform gives clients a clear head start in building their portfolios and an easy way to keep track of their investments, spot opportunities and plan their exit strategies.*

CHANGES IN ANNUAL CAPITAL GROWTH RATE



**13.09% PROJECTED AVERAGE ANNUAL CAPITAL GROWTH**

JUNE 2020

**INVESTING IN LIQUID GOLD**

Rising global demand for whisky has yielded continuous growth that is projected to accelerate even faster over the next decade. As market uncertainty increases and interest rates remain stagnant, whisky casks are emerging as the go-to asset for those looking to build secure portfolios in volatile times.

*Braeburn Whisky is committed to offering the kind of investment that gives clients peace of mind without sacrificing the potential for the exceptional returns that the market is projected to provide over the next few years.*

BRAEBURN BY NUMBERS

2000+ 

Clients Worldwide

3000+ 

Number of Casks Under Management by Braeburn



40  
Years 

Age of Oldest Cask Sold by Braeburn

£1.2  
Million

Most Expensive Cask Sold by Braeburn

03 

Offices Based In Europe and Asia

35+ 

Staff Members Employed by Braeburn

05 

Years in Operation

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## A CASK FOR EVERY INVESTOR

From the leafy corners of *Speyside* to the wind-swept shores of *Islay*, *Braeburn Whisky* sources casks from *Scotland's* premier distilleries to bring you the world's greatest selection for your investment portfolio.

Each individual cask is unique, the product of the distinctive whisky-making traditions that defines the special character and history of every distillery.

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No one else has access to this range and quality of casks. *Braeburn's* experience and deep relationship with *Scotland's* distilleries gives it unique opportunities to identify extraordinary casks and close deals quickly and effectively.

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## **BRAEBURN WHISKY'S CLIENTS**

Since 2016, *Braeburn Whisky* has provided investment opportunities for a wide variety of clients in every corner of the globe.

### **PRIVATE INVESTORS**

*Braeburn Whisky* helps private investors to protect their wealth and grow their portfolios, providing strategies for short, medium and long-term yields.

### **INSTITUTIONAL INVESTORS**

Investment funds trust in *Braeburn Whisky* to deliver unique and profitable opportunities to their clients.

### **FINANCIAL PROFESSIONALS**

*Braeburn Whisky* helps wealth managers and financial advisors diversify and grow their clients' portfolios.



“

When I started to think about whisky cask investment, *I wanted to make sure that I was doing business with the right people.* If you're going to put the time and money into investing, it's important to have that trust. I definitely felt that with *Braeburn Whisky.*

Graeme Kilgour  
*Whisky Investor*

”

“

Working with *Braeburn* is a relationship of trust. If you don't know the company you're working with, whisky cask investment is uncertain. But if you have a professional to take you through the steps and explain what is going to happen, *you feel comfortable.*

Elias Nikolaidis  
*Whisky Investor*

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## CLIENT CASKS

Through unparalleled access and knowledge of the market, *Braeburn* has been at the forefront of a number of exceptional whisky cask sales for its clients.

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Taking advantage of an extensive network of whisky investors and distilleries and a data modelling algorithm, *Braeburn Whisky* is uniquely positioned to offer the *most successful exit strategies* to maximize price on every cask sale.

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## CLIENT CASKS

### Macallan 1988:

Bought in June 2016 (28yo) for £138,990  
and resold in May 2020 (32yo) for £331,800.



“ This extraordinarily rare *Macallan* broke all records for the sale of a single cask, increasing its value by more than 138% in only 4 years.

”

### Highland Park 2001:

Bought in October 2007 for £9,250 (6yo)  
(*managed by Braeburn Whisky since 2016*)  
and resold in August 2020 (19yo) for £45,550



“ The appearance of a Highland Park cask on the market represents a golden opportunity for investors. This exceptional cask outperformed the market and became one of our best ever acquisitions and resales.

”

### Bowmore 1990:

Bought in August 2017 for £55,000 (27yo)  
and resold in September 2020 (30yo) for £85,700



“ Due to their rarity and historical quality, Bowmore casks are highly prized. This sale gained significant interest among investors worldwide and exceeded the expectations of our client.

”



## BOTTLING SERVICES

*Braeburn Whisky* offers its clients a unique opportunity to bottle some, or all, of their cask to create an exclusively designed whisky to take to market or use to celebrate a special event, give as a gift or keep as a very special momento of their own.

Braeburn lets you maintain flexibility, giving you the *choice of committing half of your cask's volume to your own bottles* and selling the other half through our classic investment model.



## PARTNERING FOR SUCCESS

From the beginning of its story, *Braeburn Whisky* has partnered with the world's top brands to create some truly unforgettable whisky moments.



Bonhams



## BRAEBURN WHISKY IN THE NEWS

As a pioneer in the field of cask investment, *Braeburn Whisky* has captured the attention of the global media with a growing profile across financial and general media.

### THE TIMES

“ A new data modelling algorithm has been used to produce the *BC20 Whisky Cask Index*. It is based around the values of Scotch whisky of various ages produced across a range of distilleries. ”

Whisky Casks Could Be a Safer Bet For Investors Than Gold  
The Times, October 2020

### THE SCOTSMAN

“ Specialists from Braeburn Whisky hope to provide prospective investors with metrics that offer a “*never-before-seen insight*” into the industry. ”

New Research Shows Whisky Cask Investment Market Outperforming Bitcoin  
The Scotsman, October 2020

### businessinsider

“ Financial advisors and cask investment specialists *Braeburn Whisky* have developed a new way of *measurement for cask ownership*, which is a new direction for private investment. ”

First Index Developed For The Whisky Cask Investment Market  
Insider.co.uk, October 2020.

### LONDONlovesBUSINESS

“ Whisky Investment company *Braeburn* confirm why investing in whisky during economic uncertainty is *a lucrative and sustainable asset for any portfolio*. ”

Why Whisky Is The Safest Investment To Make During The Pandemic  
London Loves Business, June 2020.

## ALSO FEATURED IN:

The Press and Journal

Robb Report





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**UK REPRESENTATIVE  
OFFICE SCOTLAND**

The Stables,  
Errol Park Estate,  
Errol, Perthshire,  
PH2 7RA, United Kingdom

**SPAIN**

C/Consell de Cent 295  
08007 Barcelona  
Spain

**SINGAPORE**

998 Toa Payoh North  
#06-03 Singapore 318993