



Summer Update January-June 2016

Bringing Impact to Investment

ClearlySo

We are sharing some numbers
& stories about our impact

We are celebrating the inspiring entrepreneurs and investors we work with.

Our Vision is of a world where the financial system is a powerful force for good and the impacts of businesses are considered in all investment decisions.

WHAT IS AN

IMPACT INVESTMENT BANK?

INVESTMENT BANK?

Like traditional investment banks, we:

Advise entrepreneurs and funds on raising capital to scale their operations, and engage institutional and individual investors with capital to deploy.

Unlike traditional investment banks, we:

1. Work exclusively with entrepreneurs and funds that have a significant positive social, ethical and/or environmental impact
2. Engage institutional and individual investors in a detailed analysis of their impact and financial goals
3. Introduce businesses and funds to the most appropriate individual and institutional investors
4. Incorporate, as appropriate, aspects into investments that will enhance impact, and understand the mechanisms for doing this
5. Operate a values-driven culture

Institutional investors

Partners

Shareholders

Employees (& alumni)

WE BELIEVE

businesses impact *all* stakeholders

NOT
only shareholders

Suppliers

Individual investors

Society & environment

Clients (businesses & funds)

OUR WORK WITH INVESTORS

We have dedicated institutional investor and high-net-worth individual investor teams

For all investors in our network, ClearlySo:

- Shares salient investment opportunities based on investors' criteria
 - Offers quality deal flow as a result of thorough screening, and investment-readiness advice
 - Supports throughout the due diligence process with:
 - Investor-focused due diligence material
 - Management team meetings
 - Facilitation of co-investment opportunities
 - Provides market insights and intelligence relevant to investors' strategy for impact
 - Offers access to impact investment opportunities that vary by impact focus, stage, rate of return, type of capital, and direct/indirect
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In addition

For HNWIs we offer pitch events, educational opportunities, an online investor portal to access deals, and the opportunity to join an exclusive club, Clearly Social Angels, the UK's first and largest impact-focused Angel network.

OUR ADVISORY AND INVESTMENT READINESS WORK

Our services for impact businesses and funds:

- Capital-raising strategy
- Business plan development
- Financial modelling
- Pitch preparation
- Investor outreach
- Due diligence facilitation
- Deal structuring
- Negotiation support
- Transaction completion

From Jan to Jun in 2016, we've advised 41 entrepreneurs & funds as clients* and delivered 29 free impact investment readiness sessions.

*Includes *all* businesses & funds we've advised in the first half of 2016.

CAPITAL-RAISING SUCCESSES...

IN **2016**

SINCE OUR INCEPTION,

WE'VE HELPED:

22

BUSINESSES AND FUNDS*

RAISE

£16M

RAISE

£108M

FROM

82

INVESTORS

FROM

275

INVESTORS

WE'VE HELPED:

95

BUSINESSES AND FUNDS

...Which help our 2016 clients* deliver on the Sustainable Development Goals

Climate stability

Limit GHG levels to stabilise global temperature rise under 2°C.



Resource security

Preserve stocks of natural resources through efficient and circular use.



Healthy ecosystems

Maintain ecologically sound landscapes and seas for nature and people.



Basic needs

Food, water, energy, shelter, sanitation, communications, transport, credit and health for all.



Wellbeing

Enhanced health education, justice and equality of opportunity for all.



Decent work

Secure, socially inclusive jobs and working conditions for all.



*Includes deals closed during first half of 2016 plus a few still in progress.

Our pipeline

Jan to Jun in 2016

We look for significant positive social, ethical and /or environmental impact, *and* most likely to succeed.

500+

OPPORTUNITIES SEEN
THIS YEAR

135

PHONE CALLS WITH
ENTREPRENEURS TO
DISCUSS THEIR
BUSINESS

81

DETAILED ANALYSES
OF BUSINESS PLANS
& FINANCIAL MODELS

68

IN-DEPTH MEETINGS
WITH ENTREPRENEURS

16

NEW CLIENTS*

Our process and our substantial pipeline guarantees the best possible opportunities for investors.

*Includes only new clients during first half of 2016.

Case
Studies
Jan-June
2016

THE PROOF IS IN THE PUDDING

Case Study 01

Ethical Property Company



Case Study 01

ethical
PROPERTY

The Ethical Property Company is the leading private property company serving the needs of the social sector in the UK.

The company provides affordable office, meeting, conference, event, and retail space to over 1,000 social change organisations, who improve the lives of hundreds of thousands of beneficiaries around the world. 80% of their tenants report that being in an Ethical Property Centre helps them better achieve their objectives.



11

Sustainable cities and infrastructure

16

Peace, justice and strong institutions

ClearlySo:

- Prepared an Option Analysis of how the Ethical Property Company could finance the growth of their operations including property acquisitions
- Advised on extending commercial lending facilities
- Introduced Ethical Property Company to appropriate investors who share their values

“We are investing in new Centres because we have more demand for workspace than ever before. With more Centres we can support more organisations, and in turn we can help them benefit society more effectively. ClearlySo provide us with valuable support and we look forward to continuing our work with them as we look to grow further.”

Susan Ralphs, Managing Director

As a result of the advice & investment, the Ethical Property Company can:

- Expand their work providing workspace and support services to social change organisations at a discounted rate, with flexible tenancies in city locations
- Acquire up to 3 new buildings, including a 50,000 sq ft development in Bethnal Green, London, targeting development aid organisations
- Expand into growth markets such as Bristol, Manchester and Cardiff

Amount raised:
£1,756,000

Type of finance:
Equity

Legal structure:
CLS

Case Study 02

Q-Bot



Case Study 02



Q-Bot develops robotic tools that provide better, faster and cheaper underfloor insulation to reduce fuel poverty, working closely with Social Landlords who have hard-to-treat homes.

Installing underfloor insulation is disruptive and expensive, but Q-Bot, through its robotic solutions, provides an alternative affordable solution that leads to reduced heating bills, better air quality, and warm feet!

<p>Sustainable Development Goals:</p>	1	3	7
	No poverty	Good health and wellbeing	Affordable and clean energy

ClearlySo:

- Introduced investors early in the investment process to support with pitch preparation
- Supported a ClearlySo investor with industry knowledge to join as Non-Exec Director
- Assisted existing investors, new investors & the company to reach agreement on terms

“We found ClearlySo provided clear communication throughout the investment process, ensuring the round closed and supporting our relationships with the investors. I would have no hesitation in recommending ClearlySo to other start-ups.”

Mathew Holloway, CEO

As a result of the advice & investment, Q-Bot can:

- Increase the provision of affordable underfloor insulation to social housing and work with more Housing Associations
- Maximise the amount of an EU grant that could be drawn down
- Continue product development, building more robots
- Progress the company’s ability to form partnerships to deliver insulation projects at scale
- Build the team with more technical, sales and support staff

Amount raised:
£387,000

Type of Finance:
Equity

Legal Structure:
CLS



Case Study 03

Green Rooms

Case Study 03



Green Rooms is London's first arts-based hotel providing affordable accommodation for people working in the arts to spend time in London.

Green Rooms is also a new venue open to local residents of Wood Green and a cornerstone project in regenerating the area and linking cultural hubs in North London.

ClearlySo:

- Advised on capital-raising strategy and structure
- Brought in 100% of required investment from ClearlySo investors, one of whom joined the Board
- Supported negotiation of loan terms
- Promoted Green Rooms via journalist database and social media channels

"Quite simply, Green Rooms just wouldn't have happened if it hadn't been for ClearlySo - the investment they helped us secure was absolutely vital and they did it extremely quickly. But it wasn't just about the money. The investors brought so much more to the table - skills, contacts, tremendous experience and business acumen. Working with the ClearlySo team has been fantastic. They feel like fully fledged partners."

Nick Hartwright, Founder

As a result of the advice & investment, Green Rooms can:

- Maximise the partnership with GLA and Haringey Council
- Convert an unused art deco building into a boutique hotel, restaurant and bar, creating a new venue in Wood Green
- Deliver free arts events to local residents
- Create jobs, and host new start-up businesses

**Amount raised:
£255,000**

**Type of finance:
Unsecured Debt**

**Legal structure:
CLG**

<p>Sustainable Development Goals:</p>	<p>8</p> <p>Decent work and economic growth</p>	<p>9</p> <p>Industry, innovation and infrastructure</p>	<p>11</p> <p>Sustainable cities and infrastructure</p>
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Case Study 04

Aduna



Case Study 04



Aduna's mission is to create demand for underutilized natural ingredients from small producers in Africa, generating sustainable and additional income for rural households.

Aduna's Africa-inspired premium health & beauty brand features baobab, moringa, and cacao products.

Sustainable Development Goals:

1 No poverty	5 Gender equality	8 Decent work and economic growth
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ClearlySo:

- Advised on capital structure
- Developed, modelled and secured impact-linked convertible debt facility
- Brought on experienced ClearlySo investor as Board advisor
- Supported the company to prepare documentation including financial model, & facilitated due diligence

"Working with ClearlySo has made a profound and positive impact in the development and growth of Aduna and they have become one of our most valued partners."

Andrew Hunt, CEO

As a result of the advice & investment, Aduna has been able to:

- Scale up their Ghanaian supply chain from 50 tons to 150 tonnes
- Source from 528 women and employ a further 176
- Roll out their product range in 750 Holland & Barrett stores, backed with a nationwide "Make Baobab Famous" awareness campaign

Amount raised:
£530,000

Type of finance:
Equity & debt

Legal structure:
CLS

HOW CAN WE WORK WITH YOU?

Click to connect:

▼
First-class candidates

Looking to join an ambitious team

▼
Institutional investor

Interested in exciting impact funds, or deals

▼
Entrepreneur

Building an impact business and seeking funding

▼
Fund manager

Seeking advisory services and investment for your impact fund

▼
High net worth individual

Looking to add impact to your investment criteria and portfolio

▼
Supporter of impact investment

Interested to learn more