



Portfolio Overview

Name	Details	Description
	<p>Date of investment: April 2013</p> <p>Amount committed: £429,000</p> <p>Equity acquired: 27.2%</p> <p>Asset class: New equity</p>	<p>BOOM Cycle is a single studio based in Shoreditch, London where they combine indoor spin cycling with various exercise classes for both upper and lower body work-outs. The purpose built studio combines pumping music, with an intensive all-body workout, conducted by a professional fitness instructor.</p> <p>The company was founded by Hilary Gilbert, a professional model from New York, in 2011 with her business partner Robert Rowland, as they saw a gap in the UK market for dedicated spinning studios.</p> <p>The investment will be used to roll-out the concept across London with plans to develop another 10 studios by 2015.</p>
	<p>Date of investment: June 2013</p> <p>Amount committed: £320,000</p> <p>Equity acquired: 32.0%</p> <p>Asset class: New equity</p>	<p>Kat Maconie, founded in 2008, designs and manufactures ladies shoes which are sold online, in department stores and boutiques globally.</p> <p>The range consists of 5 distinct varieties crossing 3 product groups; Treasures, Essentials and Wardrobe Pieces at a range of different price points from £85 to £210 per pair of shoes. Kat Maconie and her team design the shoes in house and they are produced in Brazil.</p> <p>The investment will be used to expand the main line collections, enhance sales and marketing efforts, and develop an e-commerce platform for the business.</p>
	<p>Date of investment: June 2013</p> <p>Amount committed: £225,000</p> <p>Equity acquired: 28.7%</p> <p>Asset class: New equity</p>	<p>Plenish is the leading fresh pressed juice company in the UK. The juice is 100% raw (unpasteurised) and cold-pressed.</p> <p>The company is currently selling via two main channels: online and wholesale (e.g. Harvey Nichols, Natural Kitchen). The online offering consists of cleansing packages whereby the juice is a full meal replacement (£240 for 3 day cleanse), and wholesale where 250ml bottles can be bought individually (£5.95 bottle).</p> <p>The investment will be used to purchase new industrial scale juicers and fund short term working capital requirements.</p>

Name	Details	Description
Premium fast-food, restaurant chain	<p>Date of investment: August 2013 Amount committed: £1,320,000 Equity acquired: 2.1% Asset class: Loan note</p>	<p>The company serves a range of handmade burgers cooked on a grill along with fresh-cut fries cooked in pure peanut oil, and served with unlimited toppings. All burgers are hand made on site using fresh locally sourced beef, and cooked to order.</p> <p>The plan is to roll out the brand to multiple sites nationwide.</p> <p>The business currently operates out of 3 sites in London and the South-East and Pembroke's investment will be used to help fund the roll-out of the brand across the UK.</p>
	<p>Date of investment: August 2013 Amount committed: £1,960,000 Equity acquired: 40.0% Asset class: New equity and loan note</p>	<p>La Bottega is a small family run chain of Italian delicatessens in London, which serve high quality authentic Italian food and coffee.</p> <p>The company was founded in 2005 by Bepi Augustin and his wife Roberta. La Bottega's offering of fresh, high-quality, authentic Italian food, coffee and selected groceries soon proved very popular in its Chelsea store community, resulting in the successful opening of five further sites in Belgravia, South Kensington, St James and Fitzrovia.</p> <p>Pembroke and other investors completed a management buy-in of La Bottega. The investment capital will be used to provide expansion capital to open multiple new sites across selected neighbourhoods in London.</p>
TROUBADOUR	<p>Date of investment: September 2013 Amount committed: £590,000 Equity acquired: 45.0% Asset class: New equity</p>	<p>Troubadour Goods is a London-based luxury men's accessories brand specializing in designing and creating superior handcrafted leather goods.</p> <p>Troubadour features a line of seven leather pieces ranging from a wallet to a weekend bag.</p> <p>The products are available at the brand's E-commerce website and with four UK retailers: Harrods, Selfridges, Oki-ni, and Autograph.</p> <p>The investment will be used to broaden the product portfolio, drive sales and marketing, and funds for working capital.</p>
	<p>Date of investment: September 2013 Amount committed: £700,000 Equity acquired: 11.8% Asset class: New equity</p>	<p>KX Gym, founded in 2002, is a private members gym and spa, which includes a restaurant and clubroom located in Chelsea, London.</p> <p>KX offers members an exclusive holistic approach to wellbeing incorporating fitness, diet and relaxation.</p> <p>The strategy going forward is to retain exclusivity (minimal volume growth, modest membership fee increase), increase secondary spend (restaurant, spa, personal training), and to continue to build KX brand to offer other associated products (e.g. KX Life, KX Urban and KX Conderge).</p>