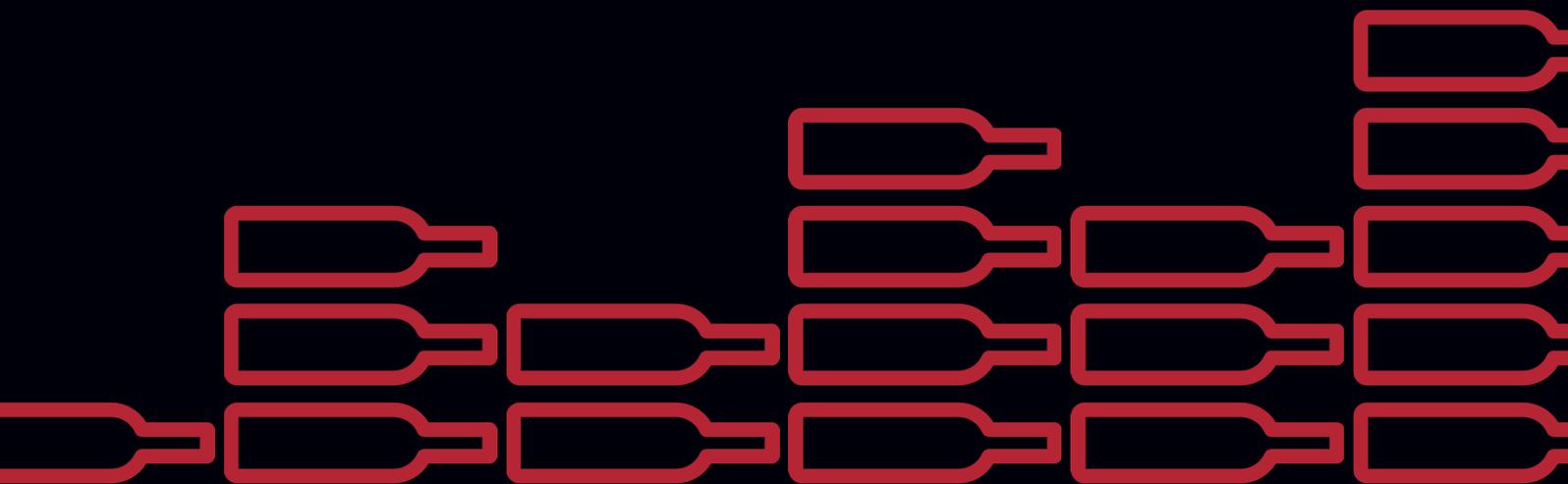


# FINE WINE STORAGE

STORAGE AND TRADING SOLUTIONS FOR TODAY'S COLLECTOR



## IT'S TIME TO UPGRADE TO CRU

Cru has built an integrated storage and trading solution for today's fine wine collector. Cru's solution offers a market-leading digital portfolio management platform, highly competitive storage fees, highly competitive selling commission and unrivalled market liquidity. We believe ours is the most convenient and advanced solution in the market.

If you are a serious fine wine collector or trader, it is time to move to Cru: the complete storage and trading solution for the digital age.



# APP / DESKTOP-BASED STORAGE AND TRADING SOLUTION

*Cru is the first company to offer an integrated wine storage and trading app.*

Cru's integrated trading and storage management is available through both our state-of-the-art website and our industry leading App (available on iOS and Android), giving our clients full transparency and complete control.



## FREE STORAGE FOR ACTIVE TRADERS

*Cru offers free storage for active trading clients, whether they are buying or selling.*

Cru gives a rebate on storage fees based on buying or selling activity each month. Buy or Sell more than £10,000 worth of wine and Cru will provide **FREE storage** on all your wines for that month. Cru also offers FREE storage for the first 30 days on any wine bought through Cru.

Storage fees are **calculated daily** and **charged monthly**. You only pay for storage you use (no more annual bills charged in advance). Payment will be taken automatically via credit card.

Amount Bought / Sold in any one month	Storage Charge
Above £10,000	Free storage on all wines
£7,500 - £10,000	£ 0.14/unit per month (75% off)
£5,000 - £7,500	£ 0.28/unit per month (50% off)
£2,500 - £5,000	£ 0.41/unit per month (25% off)
Up to £2,500	£ 0.55/unit per month

*\*A unit is a case of wine, whatever the quantity of bottles it holds: 1x75cl, 6x75cl, 12x75cl.*

*Prices are quoted ex VAT and include wines transferred from other merchants.*

## EASY AND AFFORDABLE FINE WINE TRADING

*Cru's platform makes trading wine surprisingly easy, fun and profitable.*

Cru makes it simple for individuals to trade their wine, providing easy-to-use tools and charging far lower selling commission than traditional merchants.

### CRU OFFERS:

- **Real-Time On-Screen Selling**

You set the selling price and your wines are offered automatically.

- **Unrivalled Global Liquidity**

Your wines are instantly offered to trade and retail buyers across the globe: UK, Hong Kong, Singapore, Europe and USA.

- **Just 5% Selling Commission**

Cru charges just 5% selling commission on all wines bought through us (10% on wines bought elsewhere).

- **Credited Immediately as Wines Sell**

Your account is credited as soon as your wine sells, enabling you to re-invest on new wines straight away. You can withdraw cash 30 days after your wine has sold.

- **Instant Notification**

As your wines sell you get an email confirmation and a notification on the App.

Selling Commission	Wine Source
5%	Wines bought at Cru
10%	Wines bought elsewhere and transferred to Cru Storage

# REAL-TIME STORAGE VIEW WITH LIVE VALUATIONS

*Cru offers a market leading digital view of your portfolio.*

All wines in Cru Storage are visible in your Account Management section on our website and app. Cru provides valuable analytics with real-time valuations of your portfolio from Liv-ex.com, giving you a full set of tools to gain insight of the fine wine market.

## PORTFOLIO TOOLS

- Drinking window
- Price movement
- Last sale price
- Portfolio composition
- Monthly downloadable summary of portfolio activity
- Buy and sell recommendations

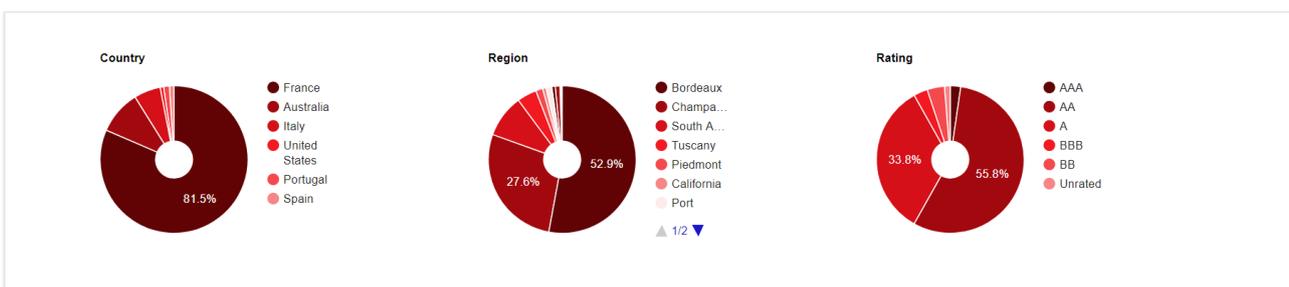
SEARCH BY WINE NAME

Show:

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Product Name	Country ▲	Region	Drinking Range	Investment Rating ?	Price Momentum ?	Price Per Point ?	Market Price ?	Cost Price	Qty	Last Sale Price	% Return	
Clarendon Hills Moritz Syrah 2006 (6x75cl)	Australia	South Australia	2007 - 2014 Drink Up	A	-5.92%	£0.23	£165.00	£97.00	1	£136.00	70.1%	+
Torbreck The Factor 2004 (6x75cl)	Australia	South Australia	2011 - 2026 Drinking Now, will improve	AA	-10.98%	£0.55	£355.00	£257.00	27	£319.23	38.3%	+
Torbreck Les Amis 2005 (6x75cl)	Australia	South Australia	N/A	AAA	-23.78%	£0.89	£525.00	£362.00	2	-	44.9%	+
Vasse Felix Tom Cullity 2014 (6x75cl)	Australia	Western Australia	N/A	Unrated	n/a	£0.84	£495.00	£392.00	1	-	26.4%	+
Latour 1989 (12x75cl)	France	Bordeaux	2005 - 2020 Perfect Now, will keep	A	13.69%	£4.25	£4,690.00	£4,702.00	3	-	-0.2%	+
Canon 2017 (6x75cl)	France	Bordeaux	N/A	A	-0.56%	£0.69	£348.00	£349.00	1	-	-0.2%	+

*Portfolio Analysis viewed in Account Management*



*Portfolio Composition viewed in Account Management*

# TOP SECURITY AS STANDARD

*Cru offers the most secure fine wine storage solution.*

Cru's #1 duty is to ensure that your wine is well looked after. Currently millions of pounds worth of wine is stored in uninsured warehouses, or in warehouses whose systems are not fit for purpose. We want to ensure collectors receive the highest standard of security and traceability.

## CRU OFFERS:

### Security of Title

- Itemised unique case IDs on all wines, which can be independently verified with the warehouse.
- All wines are held in numbered sub accounts, providing an independent record of ownership.
- Storage only in third party warehouses with no ownership relationship with Cru (no credit risk).

### Top Quality Service

- Storage only in warehouses which have met our stringent checks for systems and security.
- Daily reconciliation of wines to check that Cru records match the warehouse (most other merchants don't do this).
- Full insurance at market value.

The screenshot displays the Cru Account Management interface. At the top, a table lists wine details: Product Name (Vieux Chateau Certan 2009 (6x75cl)), Country (France), Region (Bordeaux), Qty (1), Market Price (£1,225.00), Cost Price (£1,185.00), For Sale (toggle), Sale Price (£1,225), and You Receive (Less Commission). Below this, a table shows storage details for Cru ID 1110734 and Warehouse ID 1223483, including Location (Cru United Kingdom Storage at Vine at London City Bond), Insured Value (£1,225.00), Duty (In Bond), Condition, Cost Price (£1,185.00), Entry Date (20/09/2018), Status (Landed), and For Sale (toggle).

The interface also features the VINE logo (A LIVEX COMPANY) and a search bar with 'UID' selected and '1223483' entered. Below the search bar, a results section shows 'Vieux Chateau Certan 2009, 6x75' with options to 'Select all', 'Export data', 'Assign', 'Ship', 'Passport', and 'View bids'. A summary card for 'Vieux Chateau Certan 2009, 6x75, L-WIN: 1016082' displays 'Stock: 1', 'Average cost: £1,010.00', 'Market price: £1,225.00', 'In Bond', and 'Gain (est.): 21.3%'. A detailed view for 'CST35707' shows 'Supplier', a 'SIB™ PASSPORT' logo, 'UID: 1223483', 'PO#: CS2922', 'Stored TIL', 'Received: 20/09/2018', 'Cost Price: £1,010.00', and 'Gain (est.): 21.3%'.

*Itemised case IDs viewed in Account Management*

## VINE INTERNATIONAL

Cru's UK Storage is run by Vine International at London City Bond (Tilbury). Vine International is owned by the Liv-ex group, the world's premier fine wine exchange, and is a member of the British International Freight Association (BIFA) and the UK Warehouse Association (UKWA). London City Bond has been managing fine wine for the world's most discerning collectors since 1978.



The professional warehouse is run by an experienced and dedicated team. All wines are stored in excellent, temperature controlled conditions, maintained by cutting edge humidity and temperature sensors monitored every 30 minutes.

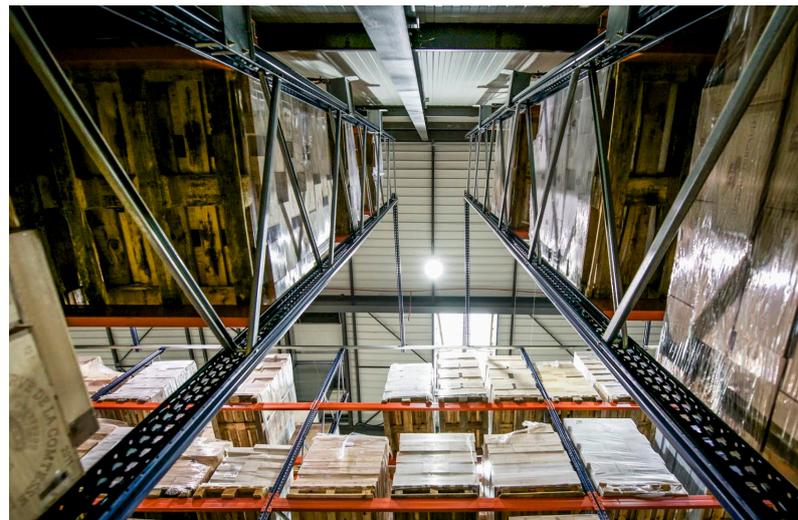


# DARTESS

Dartess is the leading fine wine and spirits logistics supplier in France. Based in Bordeaux, the world's premier fine wine region, Dartess is part of the Tesson Group founded in 1919. Experts in the industry, Dartess' 13,500m<sup>2</sup> fine wine unit is maintained by highly skilled specialists, adhering to the strictest security measures.



The professional warehouse is run by an experienced and dedicated team. All wines are stored in excellent, temperature controlled conditions.



## FULL INSURANCE TO MARKET VALUE

Many wine warehouses around the world are uninsured. The UK's Vinotherapie, where around £1 billion of wine is kept, offers no insurance to collectors. Cru believes this is an unacceptable risk for collectors to take.

Cru's UK storage with Vine International at London City Bond and France storage with Dartess are fully insured to market value. You can see the Insured Value of your wines in real-time in your Account.

La Mission Haut-Brion 2006 (6x150cl)										
France	Bordeaux	2015 - 2035 Drinking Now, will improve	A	2.02%	£1.79	£1,840.00	£1,603.00	1	-	14.8%
Cru ID	Warehouse ID	Location	Insured Value	Duty	Condition	Cost Price	Entry Date	Status	For Sale	
1113339	1294371	Cru United Kingdom Storage at Vine at London City Bond	£1,840.00	In Bond		£1,602.50	06/04/2018	Landed	Yes	

*Insurance value viewed in Account Management*

## EASY TRANSFER INTO CRU STORAGE

Cru Storage offers the most secure solution on the market for managing multi-supplier wine purchases. You can store and trade wine bought from across the market as well as through Cru.

Our transfer tool allows you to collate all your purchases and provides the expertise of fine wine specialists at Vine International and Dartess who carry out stringent checks on all wines arriving at the warehouse, ensuring your wines are delivered correctly and in good condition.

Moving wine bought elsewhere into Cru Storage is simple. We have built an online tool that uploads your wines straight into our system, ensuring wines are booked into your account correctly. Our goods in team is available to assist you and help liaise with the origin warehouse.

Generally, clients must cover the cost of transfers into Cru storage, but if you have a big collection which you are interested in selling we may cover this charge.

 Account Transfer your Wine to Cru    Transfer to another Cru Warehouse

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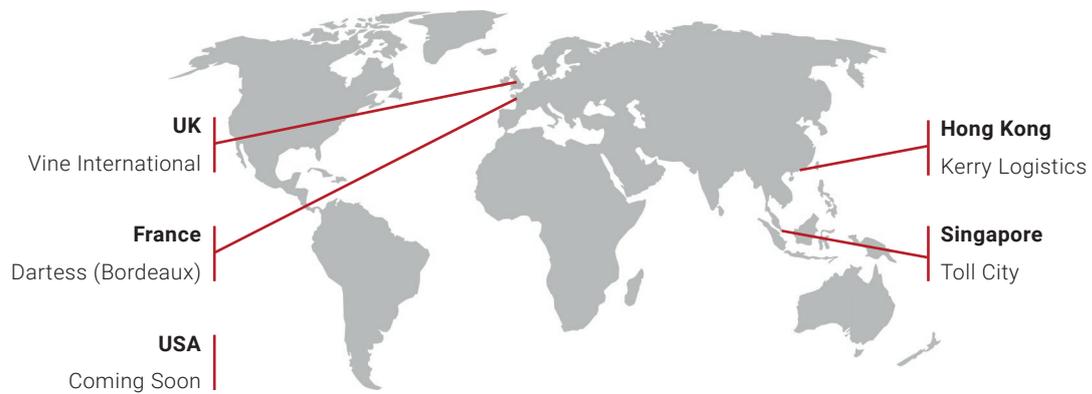
NV

Product Name	LWIN	Market Price	In Bond	Qty To Transfer	Cost Price Per Unit (Usually Case)	
Lafite Rothschild NV (6x75cl)	101187210000600750	£4,500.00	Yes <input type="checkbox"/>	<input type="text" value="1"/>	£ <input type="text"/>	<input type="button" value="ADD TO TRANSFER"/>
NA Lafite Rothschild Emblematic Collection NV (6x75cl)	167990610000600750	£37,926.00	Yes <input type="checkbox"/>	<input type="text" value="1"/>	£ <input type="text"/>	<input type="button" value="ADD TO TRANSFER"/>
Baron Rothschild Lafites Huertas NV (6x75cl)	130576010000600750	£0.00	Yes <input type="checkbox"/>	<input type="text" value="1"/>	£ <input type="text"/>	<input type="button" value="ADD TO TRANSFER"/>

*Wine storage transfer viewed in Account Management*

# THE WORLD'S BIGGEST STORAGE NETWORK

The Cru fine wine storage network is built for private collectors and professional traders alike. You can transfer wines between storage locations on-screen as frequently as you wish.



Transfer to another Cru Warehouse Account

Transfer your Wine to Cru

1-20 of 58 Show: 20 ▾

Wine	Current Location	Free Storage Until <sup>?</sup>	Qty	Value	Duty Paid	Date Arrived	Qty To Transfer	ADD ALL
+ Antinori Guado Al Tasso 2010 (6x75cl)	Cru United Kingdom Storage at Vine at London City Bond	10th Nov 2018	2	£301.43	No	11/10/2018	2 ▾	ADD TO TRANSFER
+ Antinori Guado Al Tasso 2013 (6x75cl)	Cru United Kingdom Storage at Vine at London City Bond	27th Oct 2018	3	£262.70	No	27/09/2018	3 ▾	ADD TO TRANSFER
+ Canon 2017 (6x75cl)	Cru United Kingdom Storage at Vine at London City Bond	10th Nov 2018	1	£348.75	No	11/10/2018	1 ▾	ADD TO TRANSFER
+ Ciacci Piccolomini Brunello di Montalcino Riserva Pianrosso 2012 (6x75cl)	Cru United Kingdom Storage at Vine at London City Bond	2nd Nov 2018	1	£384.42	No	03/10/2018	1 ▾	ADD TO TRANSFER
+ Clarendon Hills Moritz Syrah 2006 (6x75cl)	Cru United Kingdom Storage at Vine at London City Bond	20th Oct 2018	1	£97.00	No	20/09/2018	1 ▾	ADD TO TRANSFER
+ Dom Perignon 2002 (6x75cl)	Cru United Kingdom Storage at Vine at London City Bond	26th Jan 2018	34	£400.08	No	27/12/2017	34 ▾	ADD TO TRANSFER
+ Dom Perignon 2002 (6x75cl)	Cru United Kingdom Storage at Vine at London City Bond	26th Jan 2018	37	£470.00	No	27/12/2017	37 ▾	ADD TO TRANSFER
+ Dom Perignon 2002 (6x75cl)	Cru United Kingdom Storage at Vine at London City Bond	26th Jan 2018	16	£440.00	No	27/12/2017	16 ▾	ADD TO TRANSFER

Cru Storage location transfer viewed in Account Management

## IT'S TIME TO UPGRADE TO CRU

Cru has the best global fine wine storage and portfolio management solution. It is simple to move your collection to Cru. Make the move today, so you can start taking advantage of all our value-added services and lower charges.



CRU  
ECCLESTON YARDS  
25 ECCLESTON PLACE  
BELGRAVIA, LONDON  
SW1W 9NF  
UNITED KINGDOM

[operations@cruworldwine.com](mailto:operations@cruworldwine.com)

+44 207 235 2100

[cruworldwine.com](http://cruworldwine.com)

## TERMS AND CONDITIONS

The Terms and Conditions in this Agreement form a contract in relation to the provision of storage by Cru London Limited ("Cru UK") to the client ("Client"). The Client is a person or corporate body that contracts for the storage services provided by Cru UK. Cru UK's company registration is 08560327. Cru UK reserves the right to suspend or terminate the Client's account if Cru UK has reason to believe that the Client is in breach of any of these Terms and Conditions.

1. **STORAGE** Unless specified, all storage products "Stock" are stored by Cru UK's agent Vine International Limited ("Vine") and are held in a segregated Cru sub-account in the name of the Client. Cru UK pays the storage charges to its agent but acknowledges no claim to legal title of the Stock other than in settlement of balances owed to Cru UK in accordance with clause 2 of this Agreement.

2. **PAYMENT** Storage fees are charged monthly in arrears for the days Stock was stored in the storage facility. Storage invoices are due on invoice date (any separate credit terms agreed between Cru UK and the Client do not apply to storage charges). Cru UK reserves a lien over the totality of the Client's Stock in storage for any storage or other charge or money owed by the Client to Cru UK or Cru group companies. Cru UK reserves the right to refuse the release of Client Stock pending receipt of cleared funds to ensure that the Client's outstanding balance remains below the cost value of Stock held. Cru UK shall be entitled to charge interest on unpaid invoices at 3% per annum over the Bank of England base rate from the date payment was due.

3. **ONLINE INTERFACE: CONDITIONS OF USE** All automated communications with the Client shall be via electronic means. Primarily, Cru UK will convey information relating to Stock stored in the storage facility via a website facility ("Website"). Cru UK will undertake all reasonable steps to ensure that the information on the Website is accurate. But it is the Client's responsibility to check data conveyed via the Website for accuracy on a periodic basis. Cru UK shall not be in breach of this Agreement in the event of failure to make available the Website. Cru UK reserves all rights to withdraw, amend or cancel the Website, with or without notice, and Cru UK shall not be contractually bound to offer any service once it has been withdrawn, amended or cancelled.

4. **CLIENT INSTRUCTIONS** Instructions from the Client will only be accepted and acted if placed using the secure Website. Instructions can be received by e-mail at Cru UK's discretion and will be refused if we cannot verify the identity of the instructor. In respect of any instructions for movement of Stock, the following provisions shall apply: i) The Client is responsible for the accuracy of all instructions. Cru UK is not liable for any instructions placed in error. ii) Instructions shall continue in force until cancelled or superseded. iii) The Client is responsible for the security of the instructions and shall take reasonable care to ensure that instructions are secure and that unauthorised access to the Website is prevented. iv) Cru UK shall use its reasonable endeavours to act on requests from a Client for cancellation or amendment of such instructions placed via the Website prior to execution but cannot guarantee to do so. v) Where a request has been received via the Website Cru UK will e-mail the Client confirmation of their request. It is the responsibility of the Client to ensure that the details contained within this communication are correct. Should the Client fail to receive the communication it is the Client's responsibility to advise Cru UK as soon as possible. vi) It is the Client's responsibility to ensure that his electronically held contact details are up to date at all times.

5. **RECEIPT OF STOCK** Cru UK will provide the Client with a confirmation of the landing of Stock into the storage facility via electronic means. It is the responsibility of the Client to ensure that the details contained within this communication are correct. Cru UK will not accept responsibility or financial liability for any incorrect data. Cru UK reserves the right to accept only goods that are accompanied by valid and appropriate documentation. In order to comply with UK Customs requirements, Cru UK may require: i) An invoice showing purchase prices for all Stock not purchased from Cru UK. Any wines received without cost price values will be entered at the current market value. ii) An invoice to show that all relevant UK taxes have been paid, for duty paid Stock. iii) On landing, the Client Stock is inspected by our agent. This check involves: a) a unit count; b) an exterior description check; c) notification of any exterior damage to Stock and d) application of UID label (if required). iv) In addition, our agent Vine can make available an "SIB Passport" and photos at an additional charge. Cru UK recommends that all Stock receives an SIB Passport as Cru UK is not liable for any mis-description of Stock without one.

6. **DELIVERIES** Home (or other premises) delivery from a Client storage account can be arranged directly from the Website and is subject to the same delivery charges as standard deliveries. Collection in person is not permitted, other than by special arrangement with Cru UK. Deliveries from the storage facility are governed by Cru UK's standard terms and conditions

7. **CLAIMS & LIABILITY** Client Stock is insured to replacement value by our agent. Cru UK undertakes to ensure that all Client Stock is insured at all times under the agent's insurance policy (a copy of which will be supplied on request). Cru UK shall not be liable for any act or omission or delay or non-performance of any of its obligations caused by events beyond Cru UK's power or control. The Client shall indemnify and hold harmless Cru UK against all damages, actions, claims, losses, costs (including all legal costs), taxes and expenses that are suffered or incurred by Cru UK whether or not foreseeable or avoidable, which arise directly or indirectly from: i) any breach or alleged breach by the Client of these Terms and Conditions, ii) Fraudulent activities of, or misuse by the Client, their employees, representatives or agents or persons and or parties passing themselves off as the Client, their employees representatives or agent, or iii) incomplete, incorrect or wrong instructions supplied by the Client.

8. **RIGHT OF LIEN OVER CLIENT STOCK** Stock to at least the value of outstanding balances must be held in the Client's storage account at all times. In the event of failure by the Client to pay any amount due to Cru UK, Cru UK may, at the due time, without prejudice to its other legal rights and remedies against the Client, give notice in writing of its intention to sell or otherwise dispose of the Stock. The proceeds of the sale or disposal shall be remitted to the Client after deduction for all expenses (including an administration charge) and all amounts due to Cru UK. Where Cru UK has been unable to contact the Client and the Client has not paid any invoices due for more than one year, Cru UK reserves the right to sell the Client's entire Stock (whether Cru UK has previously exercised its right of lien and sold Stock or not). The proceeds of the sale or disposal shall be held for the Client with no interest accruing for a minimum period of three years from the date of last contact with the Client, after deduction for all expenses (including an administration charge) and all amounts due to Cru UK from the Client.

9. **TERMINATION** Either Cru UK or the Client may terminate this Agreement by giving to the other one month's notice in writing via any media.

10. **EFFECTIVENESS OF TERMS & CONDITIONS** This Agreement takes effect immediately and supersedes all previous versions that are now null and void. Receipt of stock into the Cru UK bond and or use of Cru UK's Website constitute acceptance of these Terms and Conditions by the Client, unless otherwise agreed in writing by Cru UK. Cru UK reserves the right to alter these Terms and Conditions subject to 28 days' notice.

11. **SALE OF WINES** You may utilise our selling wines section of the account management section of the Website. By clicking on the relevant button to offer your wines for sale you are agreeing to make the wines available for sale at the stated selling price and quantity, and you agree that on sale you will receive the selling price minus the commission specified in the confirmation notification. This will be credited to your account as an account credit. You may withdraw the cash balance 30 days from date of sale. You acknowledge that Cru UK may act as agent of principal in the transaction. You warrant that you enjoy full legal title to the wines and that they remain, to the best of your knowledge, in the condition specified. You acknowledge that the electronic record of the sale notification is the relevant record. Whilst Cru UK will endeavour to action any request you make via another channel, we cannot guarantee to do so. Cru UK has no responsibility or liability for any sales actioned by yourself as to price or quantity if they are made in error.

12. **LAW/JURISDICTION** Both parties to this Agreement agree to submit to the jurisdiction of the courts of England and Wales.

