



Buy Louis Roederer Cristal 2009 ahead of release of new vintage

Price (6x75cl)	£650
Cru Investment Rating	"A"
Average Critic Score	95
Price per Point (Cristal 2009)	£6.84
Average Price per Point (Cristal 1999-2009)	£11.71
Price Target (6x75cl) over 12-15 months	£850
Implied Price performance	+31%

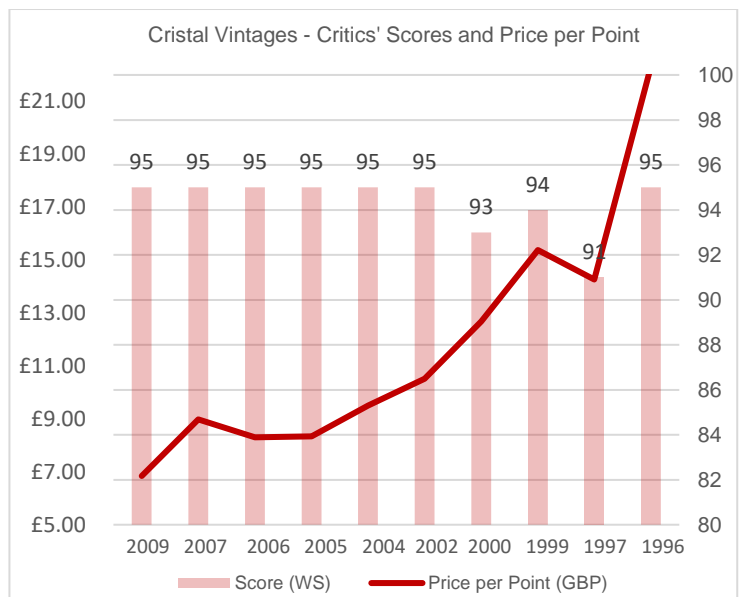
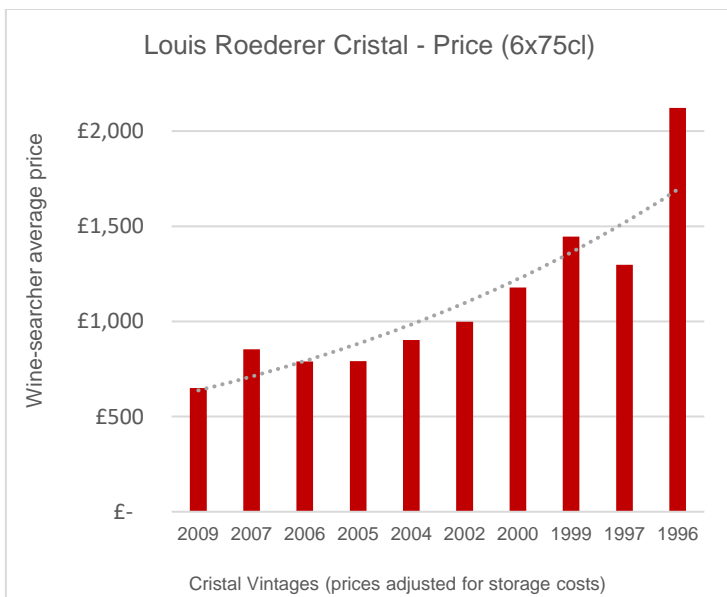
- **Cristal** is one of the world's most prestigious Champagnes. Historic price performance is excellent.
- **Cristal 2009** is significantly undervalued versus all other Cristal vintages.
- When the next vintage (**2008**) is released in 2018 we expect 2009 to revalue upwards in price (significantly).
- 12-15 month price target is **£850**. Upside is **+31%**.

Louis Roederer, founded in 1776, is one of the world's most collectable Champagne producers. Since 1876 Roederer has produced 'Cristal', a special cuvee made from the estate's Grand Cru vineyards. The **Cristal 1996** was released in July 2002 at around £360 for 6 (also scoring 95 points) now trades at £2,125 (6x75cl). This is compound annual growth rate (CAGR) of 12.6% over a decade and a half. This shows how Cristal outperforms from an investment perspective.

Cristal 2009 was released in July 2016. Only 300-400,000 bottles were made, and all has been released (we believe). Since release Cristal 2009 has flatlined in price, but this is usual for the 'current' Cristal vintage. When a new vintage is released the preceding one becomes 'historic' and usually jumps in price. Liquidity is reasonable in this wine due to its high profile.

Cristal 2009 is currently significantly undervalued versus all historic vintages. Its **Price per Point** (price / critic score) ratio is only **£6.84** - versus an average for the last 10 vintages of **£11.71**. Over the next 3-6 months we expect Cristal 2009 to trade up significantly in anticipation of the release of the **2008** vintage in late summer 2018. By the end of 2018 we expect the Cristal 2009 to be trading close to the where the 2007 vintage is today, or around **£850** (6x75cl).

A rise from the current offer price of **£650** to **£850** implies a price return of +31% over the next 12-15 months. **Medium to long-term investors should be adding Cristal 2009 to their portfolio at this time.**



IMPORTANT NOTICE

This report has been issued or approved for issue by an entity forming part of Cru (as defined below) and has been forwarded to you solely for your information and should not be considered as an offer or solicitation of an offer to sell, buy or subscribe to any securities or any derivative instrument or any other rights pertaining thereto ("financial instruments"). This report is intended for use by professional or business investors only. This report may not be reproduced without the consent of Cru.

The information and opinions expressed in this report have been compiled from sources believed to be reliable, but, neither Cru, nor any of its directors, officers, or employees accepts liability from any loss arising from the use hereof or makes any representations as to its accuracy and completeness. Any opinions, forecasts or estimates herein constitute a judgement as at the date of this report. There can be no assurance that future results or events will be consistent with any such opinions, forecasts or estimates. Past performance should not be taken as an indication or guarantee of future performance, and no representation or warranty, express or implied is made regarding future performance. This information is subject to change without notice, its accuracy is not guaranteed, it may be incomplete or condensed and it may not contain all material information concerning the product or products mentioned. Cru is not agreeing to nor is it required to update the opinions, forecasts or estimates contained herein.

The value of any products mentioned in this report can fall as well as rise. Foreign currency denominated products are subject to fluctuations in exchange rates that may have a positive or adverse effect on the value, price or income of such products.

This report does not have regard to the specific instrument objectives, financial situation and the particular needs of any specific person who may receive this report. Investors should seek financial advice regarding the appropriateness of investing in any products or investment strategies discussed in this report.

Cru (or its directors, officers or employees) may, to the extent permitted by law, own or have a position in the products of any company or related company or products referred to herein, and may add to or dispose of any such position or may make a market or act as a principal in any transaction in such products. Directors of Cru may also be directors of any of the companies mentioned in this report. Cru (or its directors, officers or employees) may, to the extent permitted by law, act upon or use the information or opinions presented herein, or research or analysis on which they are based prior to the material being published. Cru may have issued other reports that are inconsistent with, and reach different conclusions from, the information presented in this report. Those reports reflect the different assumptions, views and analytical methods of the analysts who prepared them.

For the purposes of this disclaimer, "Cru" shall mean: (i) Cru London Limited; (ii) Cru Asia Limited and (iii) from time to time, in relation to Cru London Limited and/or Cru Asia Limited, the ultimate holding company of that entity, a subsidiary (or a subsidiary of a subsidiary) of that entity, a holding company of that entity or any other subsidiary of that holding company, and any affiliated entity of any such entities.

This publication is confidential for the information of the addressee only and may not be reproduced in whole or in part, copies circulated, or disclosed to another party, without the prior written consent of an entity within Cru. Products referred to in this research report may not be eligible for sale in those jurisdictions where an entity within Cru is not authorised or permitted by local law to do so. In particular, Cru does not allow the redistribution of this report to non-professional investors or persons outside the jurisdictions referred to above and Cru cannot be held responsible in any way for third parties who effect such redistribution or recipients thereof. © 2017.