

# MBU Social Bond – Series R

## LEGAL AND REGULATORY INFORMATION

Please be aware that the term ‘Social Bond’ in this document does not bear the same meaning as it might in ordinary speech. In this document, an MBU corporate social bond represents an unconditionally made gratuitous, honour-based promise made by MBU Capital Ltd to give a specific amount of capital to its corporate social bond holders on a future date (see [Social Bond](#) for more information). Please also be aware that as with all similar financial transactions, your capital may be at risk, so you may get back less than the initial value of your social bond. Please also be aware that the MBU corporate social bond does not fall under the UK Financial Services and Markets Act (FSMA) or the Financial Conduct Authority (FCA) regulations and the Financial Services Compensation Scheme (FSCS) and the Financial Ombudsman Service (FOS) does not apply to it. See [Risk Warning](#) for more information and seek professional advice if you do not fully understand the information contained with this document.



1<sup>st</sup> December 2015

MBU Capital launches its pioneering, protected Social Bond for the global crowd in collaboration with the Re-Give Global platform

# SOCIALLY RESPONSIBLE PROPERTY INVESTMENTS

MBU Social Bond ... a powerful new way of using your capital to do well for yourself, while doing good for society

**Receive Stable Returns + Performance Upside + Charitable Contributions**

Re Give



## At a Glance

- ❖ An opportunity to earn excellent returns, meet social needs and contribute towards a greater good at the same time.
- ❖ We invest in high-yield property and sustainable developments which benefit underserved communities and regenerate towns and cities across the UK.
- ❖ Structuring deals to build new homes that are affordable for newer generations and breathing new life into tired real-estate and old shopping centres.
- ❖ An opportunity to put your money into real property assets, earn a stable income and support great causes.

## Our Triple Bottom Line

A gross return of **7%** per year (paid twice a year for three years)

*but then, as a bonus ...*

We distribute **5%** of our annual net profits proportionately amongst our social bond holders

*and, for the betterment of society ...*

We give an additional **5%** of our annual net profits to a charity our social bond holders support



We believe that businesses that embrace principles of responsible investment (PRI) generate superior returns and lower risk

## What this means for our social bond holders

### ILLUSTRATION (Based on Current Projects)

Your Social Bond	£10,000
Total 3 Year Return (%)	27.7% Gross over 3 years (8.49% AER)
Total 3 Year Return (£)	£2,770
<b>You Receive</b>	
7% Gross Return per Year	£2,100 = 7% gross x £10,000 Social Bond x 3 years
5% Profit Participation	£335 = 5% net profit share x 67%* net return over three years x £10,000 Social Bond
<b>And Your Charity Of Choice Receives</b>	
5% Profit Participation	£335 = 5% net profit share x 67%* net return over three years x £10,000 Social Bond

## About Us

### ❖ A team of Property & Investment Banking experts

- ❖ With a natural talent of spotting great property investment opportunities and converting them into cash whilst delivering wider social benefits.
- ❖ Many years of individual track records of success in managing substantial multi-million / billion dollar investment portfolios.
- ❖ Hands-on experience of property developments and management.
- ❖ Extensive contact network of property agents, surveyors, architects, planners, builders, maintenance contractors, marketing companies and fund managers.
- ❖ Massive reach within all circles of global financial markets.

### ❖ Passionate about giving back to society

- ❖ Ambitious, high earning-potential team with high moral standards and ethical codes of conduct.
- ❖ An early stage company but with a mature infrastructure and a highly experienced and capable team ready to catapult into a phase of rapid growth and success.

We want to change the status-quo by investing through strict Socially Responsible Investment (SRI) criteria that benefits both our social bond holders as well as society at large

We take our social responsibility further by allowing our social bond holders to support the **causes that matter to them.**

**You decide** where our profits will be spent\*

Collectively aligned interests can make a substantial difference on global social issues, whether it be poverty, education, environmental or health issues

\*Refers to the 5% profit contribution to charity



**We maximise profits and minimise risks within our PRI framework**

Social Responsibility - Ethical Charter - Good Governance - Best Practices - Transparency



Every year **5%** of our profits will directly support the **causes that matter to YOU**



Addressing global social issues be they poverty, education, environmental or health **together we can make a lasting difference**



## What We Do

Invest in high-yield property and sustainable developments, guided by principles of Social Responsible Investing

- ❖ **Originate unique SRI property deals**
  - ❖ Identify Off-market, repossessed / distressed assets
  - ❖ Where we can “Add-Value” and special situations
  - ❖ And where we have a clear exit strategy
- ❖ **Carry out detailed due diligence and feasibility studies**
  - ❖ Approval Process by Investment Committee
- ❖ **Structure and arrange financing**
  - ❖ Secure pre-sales solutions to de-risk
  - ❖ Minimise economic and operational risks
  - ❖ Secure best financing terms & financial structure
- ❖ **Project Execution & Delivery**
  - ❖ Execute and Project manage all aspects of development
  - ❖ Actively manage property assets
  - ❖ Exit strategies (average life cycle 3 Years)

## Our Focus

### Residential

Providing homes people can truly afford

### Student Housing

Supporting and Investing in the youth of today and the future of tomorrow

### Regeneration

Investing in areas that have been neglected



## An Extensive Network of Professionals

- ❖ Personal Contacts
- ❖ Property Agents
- ❖ Conveyancing Professionals
- ❖ Open-Market Portals
- ❖ Local Council relationships
- ❖ Planning Applications Intelligence
- ❖ Market-Watch Intelligence & Alert Systems



## Focusing on Key Urban & City-Commuter Belts



*South-East / Home Counties, Birmingham, Manchester, Leeds, Edinburgh, Bristol, Cardiff*

## Protection and Structure

- ❖ The MBU Corporate Social Bond (Series R) is issued by MBU Capital Limited
- ❖ MBU Capital Ltd is secured by its underlying Real Estate Investments
- ❖ The MBU Corporate Social Bond (Series R) is therefore, protected by a portfolio of Real Estate owned by MBU Capital Limited
- ❖ MBU Capital (UK) LLP\* is appointed as the investment advisor to MBU Capital Limited



\* MBU Capital (UK) LLP is an independent Investment Bank (authorised and regulated by the UK Financial Conduct Authority: 611433) based in London offering asset management advisory, corporate finance and project management services to institutional clients, endowment/trusts, family offices and ultra-high-net-worth individuals

# Why Invest in Property ?

## Bricks and Mortar .... Real Assets

It is a common understanding that investing your money in property is a sensible thing to do as it is often regarded as a longer term and more secure or stable form of investment. A perception perhaps, but many people take comfort in acquiring a tangible asset, bricks and mortar.

Property is something most people can relate to and understand as a form of investment but climbing the property ladder beyond a persons primary home and residence can be quite daunting and fraught with challenges for those unfamiliar with real-estate investing. Identifying the right property, arranging buy-to-let mortgages, managing tenants, maintaining property, dealing with legalities, selling to an onward buyer is not always as straight forward as it seems.

We provide the same property investment dynamics, profit potential and comfort of tangible assets but managed and delivered by a dedicated team of real-estate experts.

### ❖ Unique deal origination capabilities

- ❖ A team of market research analysts
- ❖ Extensive network of relationships with independent dealers, agencies, surveyors, local councils and government bodies
- ❖ Structured methods and IT systems to scan a wide universe of real-estate deals, forthcoming schemes and allow a build-up of deep knowledge and intelligence relating to locations



## It takes more than just Bricks & Mortar

- ❖ Significant experience and a successful track record of buy-side and sell-side investment management
- ❖ Transactional structuring and de-risking expertise
- ❖ Established relationships with institutional investors, family-offices and corporates
- ❖ Access to international investors and buyers
- ❖ Extended team of architects, surveyors, real-estate developers and marketing agents with established brands and track-records
- ❖ Internal real-estate private-equity expertise
- ❖ Proven track record of segregated real-estate investments and exits
- ❖ Multiple stages of scrutiny through a rigorous investment committee process

## RESIDENTIAL MARKET

Developing “affordable” residential units for retail, wholesale and for the private rental market (PRS schemes)

### Problem

Major cities (like London) have outpriced large populations; people can no longer afford to buy or rent, first time buyers continue to struggle in getting onto the property ladder and demand continues to rise but delivery of supply continues to lag.

A lot of the private rental market is unregulated and the quality of units and service can be very low for the prices that are being demanded.

### Solution & Opportunity

- ❖ Focus on commuter areas with fast transportation links to major cities to improve the affordability of homes for lower and middle income workers
- ❖ Build or refurbish property units to high standards
- ❖ Identify prominent locations that allow for development either under “permitted planning” rules or due to new planning frameworks being adopted by local councils in meeting growing demand and housing targets
- ❖ Our private rental operators will be established and experienced institutions with a track record of maintaining occupancy levels and a high quality of service



## Some of our Pipeline Projects

- ❖ **Two 18-storey modern towers with 350 high-quality but affordable residential apartments in STEVENAGE**
  - ❖ 20 minute commute time into Central London
  - ❖ Socio-demographic improvement scheme designed to enhance and regenerate the town
  - ❖ Over 30,000 SqFt commercial retail space
- ❖ **Brand new scheme in the heart of LUTON town centre offering over 320 new starter homes**
  - ❖ 25 minute commute into Central London
  - ❖ A scheme to enhance socio-demographics

## STUDENT ACCOMODATION

Developing additional student housing schemes to cater for the increase in demand

### Problem

Major University towns have a waiting list for student accommodation of 2 years and above especially for students beyond their first year of accommodation at University Halls. Our research shows this demand continues to rise with the popularity of UK Universities from overseas students.

A huge number of students are forced to break up into small groups and seek second-rated, small independent rented properties not ideal for communal educational living.

### Solution & Opportunity

- ❖ Identify prominent locations and redevelopment sites near popular Universities
- ❖ Pre-sell projects to financial institutions and University accommodation providers
- ❖ Actively manage income strategy projects in partnerships with specialist student accommodation operators like – Unite and IQ for day to day operations and management



### Some of our Pipeline Projects

- ❖ **Development of 320+ student accommodation units in Birmingham**
  - ❖ Situated in a popular student location serving Birmingham University and Aston University
  - ❖ A £39.1m GDV project
- ❖ **Prime location student housing development in Reading**
  - ❖ 210 high-quality units with A3 retail space on ground-floor
  - ❖ Great potential for returns exceeding 63%



## TOWN-CENTRE REGENERATION

Investing in Shopping Centres and Commercial Offices in neglected areas to generate returns through value add and repositioning strategies

### Problem

Institutional investors are focused on “Prime” investments in major cities and so secondary shopping centres are trading at lower values.

Due to lack of investment and government focus, areas that may have been historically regarded as prime retail and residential zones are suffering – often degenerating into areas of high crime rates, attracting disorderly youth behaviour and generally evolving into areas of unacceptable socioeconomic demographics.

### Solution & Opportunity

- ❖ Identify shopping centres and town-centres that are trading at historically low values and those that could benefit from repositioning as key commuter locations
- ❖ Refurbishment to increase the profile of community town-centres
- ❖ Attract better covenants – tenants / rental income / better quality leases through better and more proactive retail marketing
- ❖ Stabilise, reposition assets and exit through to institutional investment funds



### Some of our Pipeline Projects

- ❖ **Two prime town-centre retail shopping parades in Stevenage**
  - ❖ Generating a stable income generating more than 9.2% gross unlevered yields
  - ❖ Excellent asset management and repositioning opportunities further yield compressions as part of a wider town-centre regeneration strategy
- ❖ **Several serviced-office and commercial operator joint-venture opportunities**
  - ❖ Schemes to revitalise local economies, enhance community facilities and boost financial returns

## How We Invest

### ❖ High Yield Investments

- ❖ Projects that will return a minimum of 20% IRR
- ❖ Life of investments: 3 years from acquisition to exit

### ❖ Risk mitigation through diversification of portfolio

- ❖ Carefully balanced across Development & Income strategy projects and different locations

### ❖ Conservative Leverage

- ❖ Financing secured on fixed interest terms whenever possible for the duration of a project

### ❖ No planning risk

- ❖ We target sites which already have either full planning permissions, pre-planning agreements in place or qualify for permitted development for redevelopment potential projects

### ❖ Secure investment exits upfront wherever possible

- ❖ Retail pre-sales through proactive off-plan marketing
- ❖ Wholesale pre-sales to Private Rental Sector (PRS) vendors, institutional investors and pension funds

### Development Risk

We mitigate and minimise this by selecting a fixed cost developer combined with performance guarantees to ensure there are no project and budgets over-runs

### Sales Risk

Before we commit to construction on any of our projects we maximise off-plan sales as much as possible

In instances such as PRS (Private Rental Schemes) and with financial institutions, we aim to secure 100% of the exit before we commit to a development project. We use Tier 1 external agents such as Savills, JLL and Knight Frank to assist in our pre and post sales model

### Financing Risk

All financing is secured before we commit to a project. Financing is nearly always on a fixed interest rate basis (to minimise any interest rate risk) Financing is for the full duration of a project – with precautionary provisions

### Planning Risk

We only select projects with full planning permission, eligibility for permitted development or where planning consent has been pre-agreed in some form by local authorities

### Time Risk

There is always a risk of project over-runs, but we minimise this by selecting credible service providers with extensive track records. We also ensure, where possible, that we have adequate compensation schemes in case of any significant over-runs

## Active Projects Pipeline MAP

Our Secured Real Estate Deal Pipeline is valued at £300m with Required Equity of £95m

## Active UK Real Estate Deals

### Active Real Estate (Income) Pipeline



*Serviced Office (London)*



*Serviced Office (Birmingham)*



*Serviced Office (Gloucester)*



*Distressed Retail (Stevenage)*



### Active Real Estate (Development) Pipeline



*350 unit Affordable Residential (Stevenage)*



*130 unit Student Re-Development (Bristol)*



*323 unit Student Development (Birmingham)*



*152 unit Care-home Development (Chippenham)*



*153 unit Student Development (Reading)*



*86 unit Care-home Development (Titchfield)*

## Active Development Pipeline

Our active development pipeline has a completion value of £226m & required equity of £40m

Strategy	Description	Status	Completing	Profit Share (%)	GDC* (£m)	GDV^ (£m)	Unlevered Return (%)	Levered Return (%)	Profit (£m)	Equity Required (£m)
Student Housing Development	323 unit student development in Birmingham City Centre	Site Under Offer, Planning Received, Joint Venture	Mar-17	80%	£ 30.30	£ 39.10	29%	55%	£ 6.67	£ 12.12
Student Housing Development	210 unit student development in Reading	Site Under Offer (subject to Planning)	Jun-17	100%	£ 19.80	£ 25.90	31%	63%	£ 6.24	£ 9.90
Student Housing Development	130 unit student housing development in Bristol	Site Under Offer, Planning Received, Joint Venture	Apr-17	85%	£ 16.58	£ 21.25	28%	73%	£ 6.05	£ 8.29
Affordable Residential Development	350 unit residential development in Stevenage	Site Acquired, Planning Received, Joint Venture	Dec-17	30%	£ 65.00	£ 85.00	23%	67%	£ 6.53	£ 9.75
Care home Development	152 apartments in care home in Chippenham	Site Under Offer (subject to Planning)	Dec-18	100%	£ 21.50	£ 25.75	20%	46%	£ 4.95	£ 10.75
Care home Development	58 apartments and 28 bungalow care home development in Titchfield	Site Under Offer, Planning Received, Joint Venture	Sep-17	85%	£ 23.45	£ 28.95	23%	46%	£ 4.58	£ 9.97
					<b>£ 176.63</b>	<b>£ 225.95</b>	<b>30%</b>	<b>64%</b>	<b>£ 25.49</b>	<b>£ 40.06</b>

\* GDC = Gross Development Cost ^ GDV = Gross Development Value

“ Profit Share = MBU Share of Profits for Projects done in a Joint Venture with a Development Partner

## Development Projects

## Active Income Producing Asset Pipeline

Our active income pipeline has funding requirements of £74m and required equity of £45m

Strategy	Project Location	Description	Status	MBU Profit Share (%)	Property LTV (%)	Purchase Price (£m)	Income Return* (%)	Income Return* (£)	Equity Required (£m)
Operator Joint Venture	London	Serviced Office JV (Regus)	Site Identified and Negotiations ongoing	80%	30%	£ 13.25	14%	£ 1.48	£ 9.28
Operator Joint Venture	Birmingham	Serviced Office JV (Regus)	Site Identified and Negotiations ongoing	80%	30%	£ 7.50	14%	£ 0.84	£ 5.25
Operator Joint Venture	Gloucester	Serviced Office JV (Regus)	Site Identified and Negotiations ongoing	80%	40%	£ 3.50	15%	£ 0.42	£ 2.45
Operator Joint Venture	Reading	Serviced Office JV (Regus)	Site Identified and Negotiations ongoing	80%	40%	£ 18.50	14%	£ 2.07	£ 12.95
Special Situations	Stevenage	Retail Asset Repositioning	Retail Asset Management Partner agreed; Site identified and Under Offer	90%	50%	£ 31.00	16%	£ 4.46	£ 15.50
						£ 73.75		£ 9.28	£ 45.43

\* In the case of Operator Joint Ventures Income Returns are distributed returns on Investment once the Property Operating business has stabilised.

**Income Producing Real-Estate**

# MBU Capital Senior Team

## Mohammed Iqbal CEO & Co-Founder

### *Over 20 years of Financial Markets and Investment Banking Experience*

- ❖ Most recently he was deputy head of fixed income at Kleinwort Benson bank where he managed an advisory, brokerage and origination business across London, Munich and Singapore.
- ❖ Prior to this he was head of credit trading at CQSM, a London based hedge fund with AuM of \$11bn.
- ❖ Between 1996 and 2002 Mohammed set up a proprietary equity volatility business and managed complex derivative products at CIBC Capital Markets.

## Robert Weir Co-Founder, Advisor

### *Over 15 years of Financial Markets and Investment Banking Experience*

- ❖ Robert has over 15 years of financial market experience in investment and private banking, fund management and IT.
- ❖ Robert was head of Fixed Income at Kleinwort Benson.
- ❖ Prior to this, Robert was a Senior Trader at a leading hedge fund CQS where he had joint responsibility for the European Convertible Portfolio.
- ❖ At CSFB he worked as a Proprietary Trader and was part of an award winning team.
- ❖ Rob has also worked on several assignments for JP Morgan and Deutsche Bank.

## Ajaz Ahmed Managing Partner

### *Over 21 years of Management Consulting and Corporate Finance*

- ❖ Ajaz is a seasoned management consultant and corporate finance professional working with some of the biggest names in the industry.
- ❖ He has led numerous high-value projects for multinational corporations across various industry sectors as well as public sector organisations. From strategy to implementation, Ajaz has a 100% successful track record of delivery and improvements to bottom line results.
- ❖ At MBU Capital, Ajaz has been involved in a number of \$multi-million transactions involving real-estate, buy-side / sell-side M&A deals, private-equity, bilateral debt arrangements and other structured finance and capital market placement activities.

## Haris Akhtar, CFA Head of Real-Estate & Credit

### *A 12 year career in Real-Estate Private Equity*

- ❖ Haris has an extensive real estate private equity special situations experience developed at Forum Partners, a \$6bn AUM real estate private equity fund.
- ❖ At Forum, Haris was responsible for originating, structuring and closing over \$300m in real estate across the UK, Germany and France.
- ❖ Haris also managed a \$500m listed real estate securities portfolio focused on European property stocks.

## Cem Yolcu, CFA Senior Advisor & JV Partner

### *Over 20 years of Financial Markets and Investment Banking Experience*

- ❖ Cem leads one of the largest Real-Estate development partnerships in Istanbul together with local Turkish and Kuwaiti investors.
- ❖ A management consultant by professional and starting his career at Ernest & Young, Cem has now mastered the world of real-estate development, property management and structured finance.

## Matthew Clarke Advisor

### *Principal & Founder (Merlin Partners)*

- ❖ Matthew is the founder of Merlin. He practised as an international finance lawyer at Linklaters from 1988-1998 working in London, New York and Hong Kong.
- ❖ From 1996-2001 he was a director at Robert Fleming & Co. Limited, the merchant bank where he carried out numerous emerging market natural resource transactions.

## Mohammed Sadiq Partner

### *Over 12 years in Business Consulting & Venture Capital*

## Zain Ul Abideen Associate Business Analyst

### *A certified Accountant & Investment Analyst*

## Dr Marwan AlAhmadi Non- Exec Chairman

### *Ex CBO Mobily (Saudi) Ex CEO Zain Telecom Saudi*

## Harnessing the power of the global crowd

MBU Capital is working in partnership with the global platform, Re-Give, who will act as our transaction processing agent.



## Subscribe Early

The MBU Social Bond expires 31st December 2018. This illustration assumes we have cleared funds by 1st January 2016.

In the instance that a contribution is received before or after the 1st of January 2016, your returns will be adjusted accordingly.

**To take full advantage of this Social Bond offer, we would therefore encourage early participation.**

## MBU Corporate Social Bond - Series R

<b>Social Bond</b>	MBU Capital Series R (protected)	<b>Advisor</b>	MBU Capital (UK) LLP
<b>Participation Date</b>	14 days from subscription and receipt of funds	<b>Auditor</b>	KPMG <sup>▲</sup>
<b>Maturity Date</b>	31 <sup>st</sup> December 2018	<b>Legal Counsel</b>	Weil, Gotshal & Manges LLP (Re-Give) <sup>▶</sup> Shakespeare Martineau
<b>Fixed Return</b>	7% Per Annum – Payable semi annually	<b>Consultants</b>	Knight Frank, CBRE, JAI
<b>Variable Return</b>	5% of Net Profits will be distributed amongst social bond holders annually	<b>Crowdfunding Partner</b>	Re-Give Global
<b>Charity Contribution *</b>	5% of Net Profits – Payable Annually		
<b>Payment Dates</b>	1 <sup>st</sup> July 2016 and then every 6 months	<b>Early Withdrawal</b>	Minimum term 18 months. Withdrawal after that period is subject to 3 month notice
<b>Payment Calculations</b>	Will be adjusted to reflect holding period	<b>Early Redemption</b>	Any time with an exit compensation of 1 month return
<b>Target Return</b>	30% Net Levered IRR	<b>Penalties</b>	Early Withdrawal before 18 months will be subject to a 10% penalty fee. Given the illiquid nature of our investment portfolio we will manage this on a best efforts basis.

\* For Contributions between £1-£1,000, the Social Bond holder will chose from a pool of charities voted for by all Social Bond holders.

\* For Contributions of £1,000 and above, the Social Bond holder can select a registered charity of their own choice (subject to qualification by us)

▲ To be appointed

▶ Legal advisors to Re-Give Global

## Professional Partners

- ❖ Legal Counsel
- ❖ Administration & Accounting
- ❖ Independent Consultants
- ❖ Property Agents
- ❖ Conveyancing Professionals



JW INGLE & CO



► Legal advisors to Re-Give Global

## Company Particulars

MBU Capital Limited

Registered in England and Wales. Company Registration Number (CRN): 08424988

### Registered Address

212 Tooting High Street, London, SW17 0SG

### Trading Office

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**Socialbond**

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