

Investment
Opportunities

Neon Cricket Limited

Who are Neon Cricket?

Neon Cricket Ltd is a **boutique** UK cricket brand specialising in the purchase and sale of branded **high quality** cricket equipment. Providing a **full range** of equipment, Neon Cricket caters to the **high end** of the market, providing only the **finest quality** products.

Operating predominantly in the UK, Neon Cricket has **significant potential** for expansion both **domestically and internationally**. Demand for Neon Cricket products is already on target to **exceed current supply** in 2018, and thus your investment is required to ensure that our **impressive growth** continues at a **steady rate** during 2019 and beyond.

www.neoncricket.co.uk

www.facebook.co.uk/neoncricketuk

www.twitter.co.uk/neoncricketuk

www.instagram.co.uk/neoncricketuk

What Will We Do With Your Investment?

Detailed below is our **3 main goals** for your investment:

1. With a current reach in excess of **42,000** per month, Neon Cricket already holds a **strong base on social media** in the UK. With your investment, we plan to **expand this significantly** over the foreseeable future in order to improve on the already **impressive growth** of the company.
2. We will look to **expand** the current product range to include **new products** to drive **brand awareness** and overall value. This would include, at minimum, an **additional glove model** and initial development of a range for **junior cricketers**.
3. Lastly, your investment will enable Neon Cricket to **invest in overseas markets** through initial **targeted marketing** of Australia and New Zealand.

Financial Information

Neon Cricket Ltd is **currently operating** at an **extremely favourable** level, suitable for **all levels** of investment on offer. Since incorporation to date, the company has the following levels of return:

- Gross Margin: **37.97%**
- Gross Return on Investment: **64.33%**
- Current Asset Ratio: **3.68**

It is projected that the **Gross Margin** and **ROI** figures **will increase for 2019**, due to **reduced costs** as a result of **economies of scale** and the **streamlining** of existing **processes**.

Investor Benefits

All investors in Neon Cricket Limited will receive the **following incentives**, in addition to **cash returns**:

- **Cost Price for Life.** All Neon Cricket products will be available to investors in Neon Cricket Ltd at **Cost Price**. An **average saving in excess of £300** per year based on an RRP spend of £750 - Effectively **£750 worth of equipment** per year for **under £450!***
- Access to **exclusive product ranges** only available to Neon Cricket Investors and Sponsored Players.
- Monthly Investor **Progress Updates**.

*Cost price for life is limited to a maximum spend of £1,000 per annum based on RRPs. Cost price for life is strictly for the personal use of the investor and is not for business use/re-sale of any kind. Cost price for life is valid for the life of Neon Cricket Ltd and is not transferable. An NDA will be required to be signed by the investor in relation to product cost-prices and other relevant financial information. Additional T&Cs apply.

The Opportunity

As a shareholder in Neon Cricket Ltd, you would own your **very own piece of Neon Cricket** and be a part of one of the **fastest growing** cricket brands in the UK.

With our current average **Return on Investment** sitting at **64.33%** with a **Gross Margin** of **37.97%**, the potential return as a shareholder in Neon Cricket Ltd is **substantial**.

Once the **additional cost price for life benefit** is taken into account, annual **combined returns** in **excess of 110%** are possible.

The next slide details the **offering** for potential shareholders.

The Offer

Neon Cricket Ltd are offering for sale a total **25% shareholding** in the company. The **maximum** single share is set at **5%**, with a **minimum** share of just **1%**.

For a **1% share** in Neon Cricket Ltd, an investment of just **£350** will be required.

Based on a **2.5% share**, the projected dividend for the financial year 2018/19 is currently **£110.42*** providing an **annual cash yield of 12.62%** on **all** investments.

Utilising the **cost price for life benefit**, based on an average RRP spend of £750 per annum, you can expect to receive a **combined saving & annual yield in excess of £375** for just a **one-off £350 investment** – a combined **return in excess of 110%** per annum.

*Figures based on the sale of all 25% of shares. Dividends are paid at the discretion of Neon Cricket Ltd dependent on business need and plans for growth.

But Why Do This?

Simply put, for Neon Cricket to **grow** we want to **create a community**. A **community of cricketers** with not only **loyalty to a brand**, but also with a **vested interest** in it's future.

Through our **joint efforts** we can help **propel** Neon Cricket from a small boutique brand into a **significant player** on the market.

With your support we can **bring Neon to the masses**, and this opportunity gives you the chance to **play a part in the journey** ahead.

What Next?

For further information, or to receive an investor expression of interest form, please contact the following email in the first instance; investors@neoncricket.co.uk.

We look forward to hearing from all interested parties.