

Product Update – September 2022

Key Fund Highlights

- ⦿ A high growth fund which seeks to outperform broad listed equities through capital appreciation.
- ⦿ On the ground Fintech and B2B sector specialists who are uniquely placed to source and identify the right early-stage opportunities in the MENA region among an increasing number of companies that are seeking investment for accelerated growth in the tech industry.
- ⦿ Offers investors the opportunity to diversify away from traditional asset classes and benefit from high growth opportunities.
- ⦿ Professionally managed Fund with robust strategy to reduce asset class risk.

Proprietary sourcing of private investment opportunities through an extensive network of founders, venture capital funds, angel investors and advisors.

Rigorous hands-on due diligence and investment committee process to identify investment opportunities best positioned to create value through disruption of traditional industries.

Value Add approach to investments, supporting founders with strategy, execution, future capital raising and ultimately a liquidity event for shareholder.

Fund Positioning and Current Strategy

The Fund aims to invest in 20-30 regional Fintech and B2B startups by 2023 with ticket sizes ranging from \$0.3m- \$2m depending on the stage of investment:

Fund Snapshot

a digital wallet to bring migrant workers across MENA into the financial system

A software platform streamlining legal administration for business owners

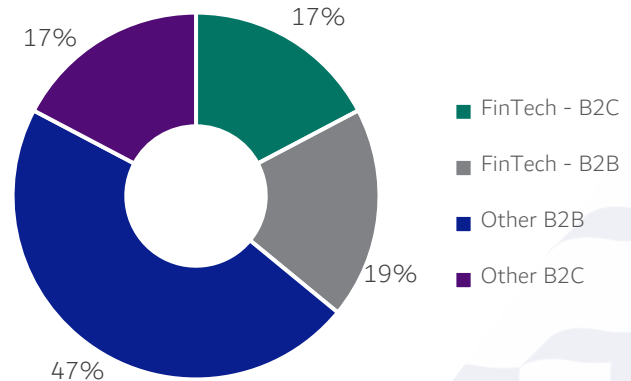
a cloud-based expense management platform for small and medium business

Providing retailers augmented reality capability to enable "virtual try-on" of product

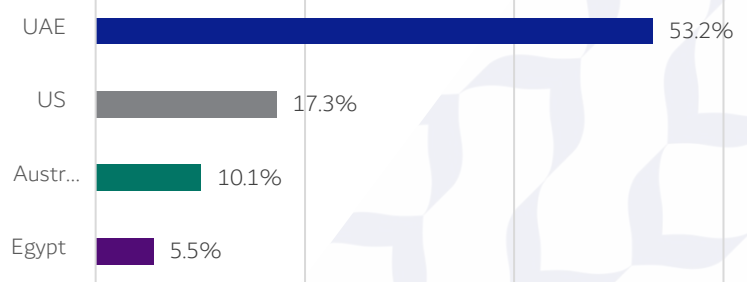
Salary advance platform enable workers to access their wages in real time.

Embedded insurance provider to enable low friction access to innovative insurance products

Sector Allocation (% Deployed Capital)



Geographical Allocation (% Deployed Capital)

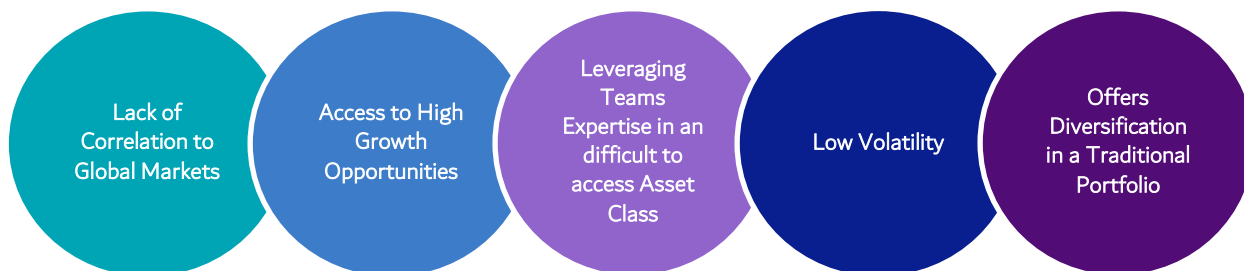


Source: Aditum Investment Management Limited, Data as of 30 September 2022


Investment Case Study:





- Aditum Venture Capital Fund (“AVCF”) made a small pre-seed investment of \$250,000 into Hubpay on the strength of its management team and the market opportunity the team identified.
- The initial investment was proportionate for a company that did not have a product available in the market, but enabled the AVCF to invest at an attractive valuation, securing pro rata right to invest in further investment rounds, when the team believed there would be competition for allocations.
- The AVCF team conducted a full due diligence on the company, leveraging Aditum’s wider team expertise as well as their own experience as sector specialists to conduct a full analysis.
- In Q4 2021, with Hubpay’s transaction volumes growing at ~500%, the AVCF investment was marked up by 3x in the Series A investment round.
- Hubpay secured further investment of ~\$20m from a venture capital funds in the United States. This round was heavily over-subscribed but due to the strength of our relationship, AVCF secured an allocation of \$.
- This investment epitomizes our early-stage investment strategy in fintech, leveraging the broader firms financial services experience to identify and conduct due diligence on early stage investment opportunities at attractive valuations before they are identified by international investors.

Fund Overview



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