



HOI INVESTMENT DATA

Nature of the Investment	<ul style="list-style-type: none"> Private, by purchase of shares in the HEADING OUT INVESTMENT COMPANY, PLC No. 06561938.
Investment Philosophy	<ul style="list-style-type: none"> HOI investments are seen as a business. Members know what they invest in, with whom, and what the results are.
Investor Model	<ul style="list-style-type: none"> Our own resources. Based on the analysis of market opportunities. Diversified in SMEs. Direct, without financial intermediaries. With a capital base in properties. In emerging sectors and countries, Paraguay and Brazil. Direct management on-site. With economies of scale and synergies between SMEs. Common Culture: To Advance.
Risk	<ul style="list-style-type: none"> Controlled by the diversification of assets and sectors to protect the capital.
Competitive advantage	<ul style="list-style-type: none"> Investments in the place of origin, the root of the projects.
Investor focus	<ul style="list-style-type: none"> How to generate more recurring value in each business (assets, costs, trademark, patent, synergies).
Currency	<ul style="list-style-type: none"> Investments in USD in dollarized economies.
Profitability	<ul style="list-style-type: none"> It results from the sum of direct business participation, plus the value of the assets, to which must be added, as intangible asset, the social benefit sought.
Term	<ul style="list-style-type: none"> Five years.
Capitalization	<ul style="list-style-type: none"> The entry of new capital is applied to the purchase of assets and in projects. The investment portfolio grows without dilution for the current investors.
Liquidity	<ul style="list-style-type: none"> By the repurchase of shares by HOI, on maturity, with the resources generated within five years.
HOI managing team	<ul style="list-style-type: none"> Senior professionals with experience in investments and businesses in various sectors.
Human resources	<ul style="list-style-type: none"> A team of European and Latin American people formed in the HOP program - Kaos Pilot and culture <i>To Advance</i>.
Organization	<ul style="list-style-type: none"> Horizontal and circular. Central decision in the Business Board.
Communication with stakeholders	<ul style="list-style-type: none"> Personal and direct with Investor Partners. Celebration periodically (at least annually) of the shareholders' meeting, the AGM (Annual General Meeting).
Share price	<ul style="list-style-type: none"> Fixed annually at the shareholders' meeting, AGM.
Scalability	<ul style="list-style-type: none"> Based on the Investor Model applied to achieve a leading corporation in materializing opportunities for SMEs.
<i>To Advance</i> Culture	<ul style="list-style-type: none"> Commitment to a job well done.
Differential Investor factor	<ul style="list-style-type: none"> Corporate capitalization for long-term growth.