



PLATINUM CASK

Cask fractions

2019

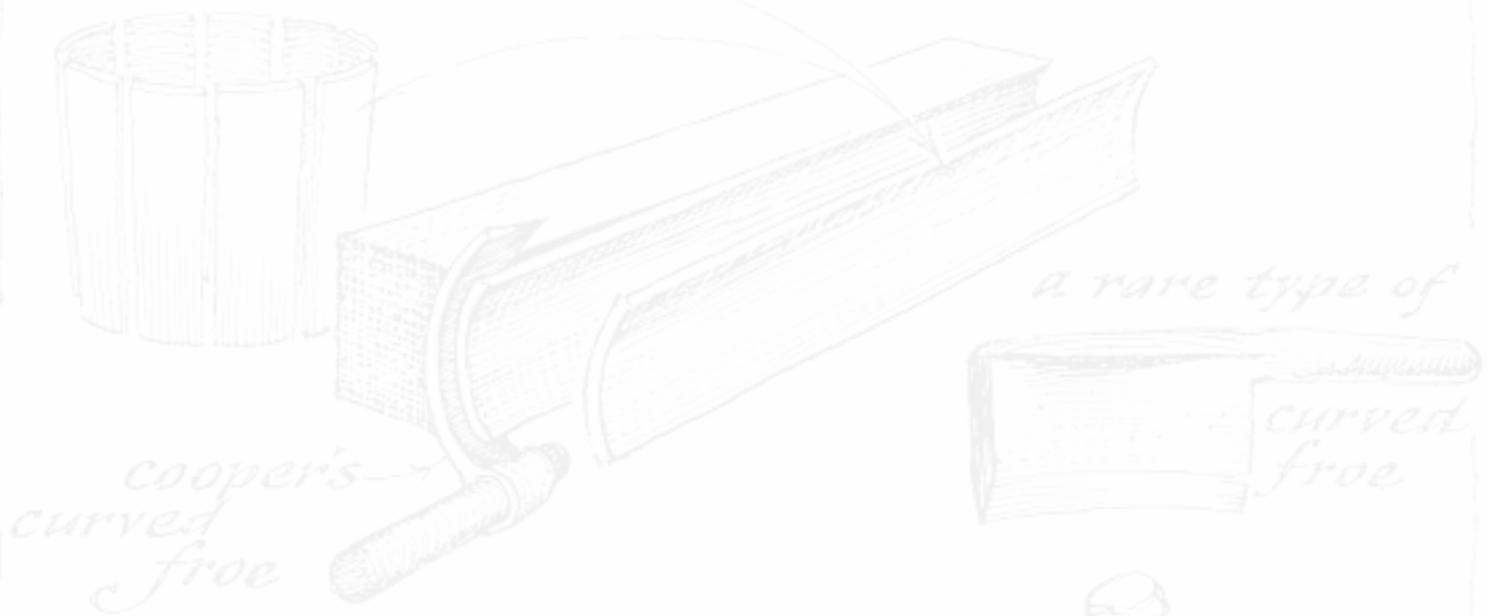
- A Fah Mai Holdings INC. Company -

The Froe

could split
a block of
wood
into shingles



Cask fractions, rare whisky for everyone.
or barrel staves



cooper's
curved
froes

a rare type of
curved
froes

or clapboards

by twisting
the handle
as the froe is struck



Platinum Cask

Cask fractions is a concept Platinum Cask LTD has created to allow people to start their own cask whisky collection, with whisky from a huge variety of distilleries to choose from and for a very low price of purchase.

We break down casks into a different number of fractions depending on its value so each fraction has a GBP20 starting price. I say starting price as we are developing an online fraction marketplace to allow people to trade the fractions with other members once an individual cask's fractions are sold out.

There are 3 different ways we choose from to effectuate the sale of a cask. We choose the most profitable option as we retain 51% ownership of the cask in most cases. The three options are,

1. Selling the cask at an auction, live/online.
2. Selling to a private buyer through our network.
3. We bottle under our trademarked brand Platinum Cask as an independent bottler.

This concept allows people to take advantage of all the benefits of owning a whole cask, without the large outlay of funds for it, or the hassle of managing its maturation. Fraction ownership is hassle-free, we manage the casks, re-gauge them, bottle them and sell them, store them and insure them.

Many people are put off buying cask whisky as they are lead to believe that you can only do it with large amounts of money. Platinum Cask has created an affordable option for those with less disposable income to invest. Let's be honest, if you walked into a brokerage firm and asked them to double your money and handed them GBP20.00 they'd most likely laugh you out the door. With Cask Fractions this is possible. It takes time. But it's possible.

Platinum Cask is offering a unique whisky opportunity. We are pioneering a concept we call "Cask Fractions".

A Cask Fraction is a percentage of the contents of a cask. Due to the fact that as a cask ages, and its volume of spirit decreases (the angels share), the simplest way to break it down is into fractions. Each cask is broken down into a different number of fractions depending on its value to get a conformed GBP 20.00 starting value for each fraction. Simply, the more valuable the cask the more fractions will be available.

Our concept cask was a 2009 Dalmore cask aged 9 years. We broke it down into 200 fractions, each fraction valued at GBP 20.00.

This gave the cask a value of GBP 4,000.00.

On Sunday 22nd July 2018 we sold this cask for GBP 12,000.00.

How it Works!

Firstly please sign up to a membership. We have 4 levels of membership, starting with Bronze (Free) this will allow you to view and purchase our bottles, followed by Silver (GBP 19.98), Gold (GBP 31.98), and Platinum (GBP 45.98) which give you access to different tiers of casks.

The membership fee is not a recurring payment, it's a one-off and gives you lifetime access. Depending on the level of membership you choose, you will see a range of different casks. If you're wondering what the difference between the memberships are, honestly it's not huge. The silver casks are mainly the younger less well-known brands such as Ben Nevis, Aultmore, Glenmoray, Fettercairn, the gold is slightly better known such as Ardmore, Caol Ila and the platinum is brands such as Linkwood, Dalmore, Jura etc.

If fractions of your cask of choice are available, click on buy and complete the payment with PayPal or by credit card. We do not charge a commission or any management fees for maintaining the stock; this is a hassle-free investment. We do take 20% of the profit from any sale of fraction whether it's traded on our platform or we sell the cask at auction. This is our management fee.

When and how will you get your money back?

Different casks will be set with different sale dates depending on their age and the details we receive when re-gauging the cask. If the ABV% drops too low we will sell the cask. If a whisky cask goes below ABV 40% it will no longer be known as a whisky. Once a sale has gone through you will receive your money back through PayPal or as a refund to your credit card. If you are from the UK, then bank transfer will be an option.

Can I Withdraw my fraction as Whisky?

Yes, you can. However, we would encourage you not to do so as it would be an impractical way of purchasing a small quantity of cask whisky to drink. It also requires undue levels of cask handling during the maturation process and so the withdrawal fees to remove your fraction prior to the displayed sale date reflect the negative impact this action would put on the cask. If you were thinking of doing this, please read our terms and conditions on withdrawal before purchasing. If you would like to drink some nice whisky, please take a look at our bottles that we have for sale.

Why Buy fractions?

A lot of casks are priced beyond an individual's comfort level and even if you, with some mates decided to chip in and buy a cask as a group there is still the 'all your eggs in one basket' factor to consider.

With cask fractions, you can still get involved in cask stock even if you don't have any mates.

The appreciation as a percentage is the same on a fraction as it would be on an entire cask but at an affordable price.

It makes a unique present to buy for friends and family as a gift.

You own the percentage of liquid in the cask you are buying, so worst-case scenario you can drink it.

In excess of 20% PA is possible on a small outlay of funds.

You are able to trade your fraction.

Is There a Market for Whisky Casks?

Yes! One of the best places to find casks online to purchase is whisky-onlineauctions. In 2017 a 1995 Macallan, cask #7739, was sold for GBP 52,100.00. This was followed closely by a 1990 Macallan, cask #4048, selling for GBP 135,100.00 and then a 1996 Macallan, cask #15538, selling for GBP 168,300.00. This was topped in 2018 by a 1989 Macallan, cask #1248, selling for a whopping GBP 242,200.00.

These are large numbers and similar jumps in value are possible with casks from other brands such as Bruichladdich, Ben Nevis, Dalmore, Jura, and many more. The appreciation of aged whisky is something that has gone unnoticed due to the lack of information around the asset.

www.PlatinumCask.com

Platinum Cask - Single Cask Releases

From our collection of both single malt and single grain whiskies we choose some of the most interesting casks to bottle as part of our single cask releases.

Our first release was a 10-year-old single grain from Invergordon this was followed shortly after with release of a 6-year-old Ardmore the premier release to our Olympians Series.

The Olympians Series from Platinum Cask is a limited release set of 12 single cask bottlings. Each bottling will represent one of the original Greek Gods, starting with our first bottling Artemis.

Artemis is the archetypal virgin god, representing new beginnings and symbolising a deep desire to create brand new ideas and methods of working. A perfect fit for our first bottling.

Artemis is a limited bottling of just 314 bottles. Distilled in 2011 it is a 6-year-old Single Malt from the Ardmore Distillery bottled at 46% ABV.

With the Olympians Series, we will focus on showcasing some of the more unusual and characterful casks from our collection. For Artemis, we chose the 6-year-old Ardmore for its youthful vibrancy and exceptional taste at such a young age.

All Olympian bottles will be accompanied with a signed print reproduction of the label artwork painted by Cornish artist Susan Haseman.

Susan's work normally focuses on the small villages and inhabitation that make up the Cornish landscape. However, for this special limited project, Susan has been commissioned to re-imagine the Greek gods in a set of 12 original works of watercoloured art.

Our Single Cask releases are available exclusively to Platinum Cask Members.



Artemis

by.
Susan Haseaman

Platinum Cask Memberships

Bronze

Starter Membership,
Lifetime Membership,
Access to our Single Cask releases,
Access to our Bronze level Cask Fractions "World Whiskies",
Access to our Cask Fraction Marketplace, coming soon.

£4.98/ One-off Payment

Silver

Entry Level Membership,
Lifetime Membership,
Access to our Single Cask releases,
Access to our "World Whiskies" and Silver level Cask Fractions,
Access to our Cask Fraction Marketplace, coming soon.

£19.98/ One-off Payment

Gold

Premium Membership,
Lifetime Membership,
Access to our Single Cask releases,
Access to our "World Whiskies", Silver and Gold level Cask Fractions,
Access to our Cask Fraction Marketplace, coming soon.

£31.98/ One-off Payment

Platinum

Exclusive Membership,
Lifetime Membership,
Access to our Single Cask releases,
Access to our "World Whiskies", Silver, Gold and Platinum level Cask Fractions,
Access to our Cask Fraction Marketplace, coming soon.

£45.98/ One-off Payment

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2019