

FAH MAI HOLDINGS
GROUP INC





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A MESSAGE FROM OUR CEO

Dear Esteemed Friends and Potential Investors,

Allow me to begin by extending my heartfelt appreciation for your keen interest in Fah Mai Holdings Group, Inc. (FMHG). It has been an incredible journey of dedication and perseverance, spanning six years, that has brought us to where we stand today. With over two decades of experience in collecting and trading, we embarked on a meticulous analysis of a decade's worth of historical sales data within the rare whisky market. Our findings revealing that judiciously acquired rare whisky portfolios have the potential to appreciate by over 50% annually, with some of the most sought-after bottles and casks experiencing an astounding 500% growth over the past decade.

At FMHG, our niche lies in utilising Scotch Whisky as the primary cornerstone of our investment strategy. When we first embarked on this journey, the landscape was vastly different, with only a handful of cask brokers focusing primarily on supplying the independent bottling market rather than catering to the investment sphere. Today, while the market has seen a proliferation of whisky investment companies, most are limited to offering individual bottles or casks and lack the capability to provide a stake in a diversified and professionally managed whisky portfolio.

However, what truly sets FMHG apart is our pioneering approach. We are proud to introduce a groundbreaking investment structure that affords select individuals the exclusive opportunity to invest in rare whisky. Unlike the conventional model that concentrates on single bottles or casks owned individually, we offer a unique avenue for diversification, allowing investors to partake in a well-managed and diverse selection of whiskies.

In this age of burgeoning opportunities, we invite you to join us on this exhilarating journey into the world of whisky investment. Wise investors and whisky enthusiasts have cherished this secret for over a decade, and now, we extend an invitation to be a part of this exclusive club.

Thank you for considering FMHG as your partner in the exciting realm of rare whisky investment. We look forward to the possibility of embarking on this remarkable venture together.

We take immense pride in our accomplishments, having established four distinguished brands while fostering partnerships with renowned distilleries. With your investment in FMHG, your capital, which may have previously only afforded you the acquisition of a handful of whisky bottles, will now translate into a substantial stake encompassing thousands of rare and increasingly desirable assets. This transformation in your investment approach not only grants you access to what will inevitably become the world's most extensive collection of rare whisky but also enables swifter returns on your investment compared to traditional avenues.

If you've been exploring alternative asset classes that have consistently outperformed traditional investments like gold and oil, and you seek a safer haven than high-risk ventures such as hedge funds or Forex trading, then an investment in FMHG could be the perfect fit for you.

Your time and consideration mean a great deal to us. We sincerely appreciate your interest in FMHG and look forward to the possibility of welcoming you into our exclusive community of forward-thinking investors.

Thank you for considering FMHG as your partner in the exciting realm of rare whisky investment. We look forward to the possibility of embarking on this remarkable venture together.



Louis Joseph Haseman,
CEO-Fah Mai Holdings Group, Inc.
Contact
Email: louis@fahmaiholdings.com



Louis Joseph Haseman
FOUNDER & CEO



Founding Principles

Born on the 23rd of March 1984

"I'm passionate about my health, physically, mentally and spiritually. Keeping a balance between my work, social and recreational life is crucial to me. Relationships are a key factor in my life, this is one of the most challenging areas to be successful in for any person. I aim to remain humble and teachable at all times.

I started working at age 15, washing dishes in a small restaurant in Cornwall, UK, where I worked my way up to a restaurant manager and did so in the next three establishments I worked in. Seven years in hospitality and catering doing split shifts and, at one point, 17 consecutive weeks without a day off taught me what hard work was all about. I've kept a disciplined and hardworking attitude ever since.

Once I moved into sales and marketing, my hard-working attitude paid off. I started my first business when I was 23 years old. I was hooked into the entrepreneurial world immediately. Along the way, I have tried and failed with businesses, partnerships and investments. Each lesson I learned from failure placed me one step closer to success. I am a firm, but fair and generous leader. Fah Mai Holdings Inc. is the product of all my experiences."

"I can accept failure, everyone fails at something. But I can't accept not trying."

Michael Jordan

Louis Haseman

CEO

FAH MAI HOLDINGS A DEFINITION OF SUCCESS

How do we truly define Fah Mai Holdings? A company that encompasses a diverse set of disciplines, with global operations and a pioneering spirit with evolving ambitions and aspirations? Ethics. Ethics must be at the forefront of all we do, but to view FMHG solely as a whisky brokerage firm would be short sighted. Fah Mai's operations include a vast network of distribution and supply of alcoholic and non alcoholic offerings, import and sales, auctions and investments.

Within our portfolio of professional services and subsidiaries, we are forging a path of pioneering enterprises, fulfilling our ambitious vision of becoming a comprehensive, operation, encompassing a circular economy of production, supply, sales and investment. This will ensure longevity, and dynamic, agile tenacity, in the spheres within which we currently operate and evolve into.

The driving force behind FMHG's inception was Louis Haseman, our founder and CEO. In 2017, Louis ventured into this realm following years of personal investment, an ardent commitment to collecting, and rigorous research, primarily centred around rare whisky.

At FMHG, our organisational DNA is etched with values that resonate deeply with us – Honesty, Integrity, One Team, Grit, and Flexibility. We operate as a closely-knit family, wholly embracing, and fostering a harmonious and collaborative ethos that extends to our interactions with clients, colleagues, and the broader community.

ABOUT US

Fah Mai Holdings Group, Inc. (FMHG) currently stands as a fully US-registered enterprise, also with subsidiary branches strategically located within the United Kingdom and the Kingdom of Thailand. Our vision is on the brink of a significant milestone, as we prepare to become the world's pioneering publicly traded whisky investment company.

Currently, we are diligently navigating the SEC process to secure a full listing on the prestigious NASDAQ. This impending IPO heralds a groundbreaking era in the world of whisky investment, now offering a meticulously regulated equity opportunity that enhances visibility and credibility for our stakeholders.

We also extend an invitation for astute investors to join us at the very genesis of this exhilarating new chapter in our growth story. Our journey began with a resolute mission – to craft a portfolio that embodies both credibility and sustainable growth.

Focusing initially on the realm of Scotch Whisky (SW), our ambition focuses on the construction of one of the world's most expansive, well curated and autonomous whisky collections, comprising both casks and bottles. This ambitious undertaking may span several years, but the vision remains unwavering.

Analysing historical sales data, Mr. Haseman uncovered a truly remarkable phenomenon: rare Scotch Whisky had appreciated at an astonishing rate of 50% annually and had soared by an astounding 500% over the past decade. These figures easily eclipsed the performance of many other respected investment avenues, including gold and indexed commodities, over the same timeframe.

This revelation served as the catalyst that illuminated the now immense potential of investing in Scotch Whisky on a grand scale. Today, his wealth of knowledge and relentless dedication continues to form the bedrock of our company's consistent and robust growth.

We firmly believe that those who bear the greatest responsibility should have the strongest shoulders, a principle that guides our unwavering commitment to ethical and responsible business practices.

As we embark on this transformative journey towards becoming the world's foremost whisky investment, encompassing evolutionary product development, and delivery, we extend our heartfelt gratitude to you for considering FMHG. Your trust and interest are paramount to our success, and we eagerly anticipate the opportunity to embark on this extraordinary venture together.

Welcome



A WORLD OF POSSIBILITIES



WHO WE ARE

FMHG Inc. comprises a small team of highly motivated and experienced professionals.

C Suite

- Chief Executive Officer (CEO) and Head of Sales - Louis Haseman.
- Chief Financial Officer(CFO) - Pimjai Weerasuttakorn.
- Chief Technology Officer (CTO) & Chief Marketing Officer - Barry Johnston.

United Kingdom

- Whisky Bull Auctions Manager - Mr Jacob Carter.
- Director of Investor Relations - Mark Burgess.

Asia

- Platinum Cask Director - Ornprapa Blore (Takky).
- Distribution / Administration / Operation Team - Directed by Buppa Songcharoensup (Fah).

Stock control and tech development.

- Business Development Director B2B - Steven Cox.
- Sales Support Manager - Poppy.

Marketing and Content

- Marketing - Martina Okafor (Mali).
- Creative Content Production - HEVN Creative.

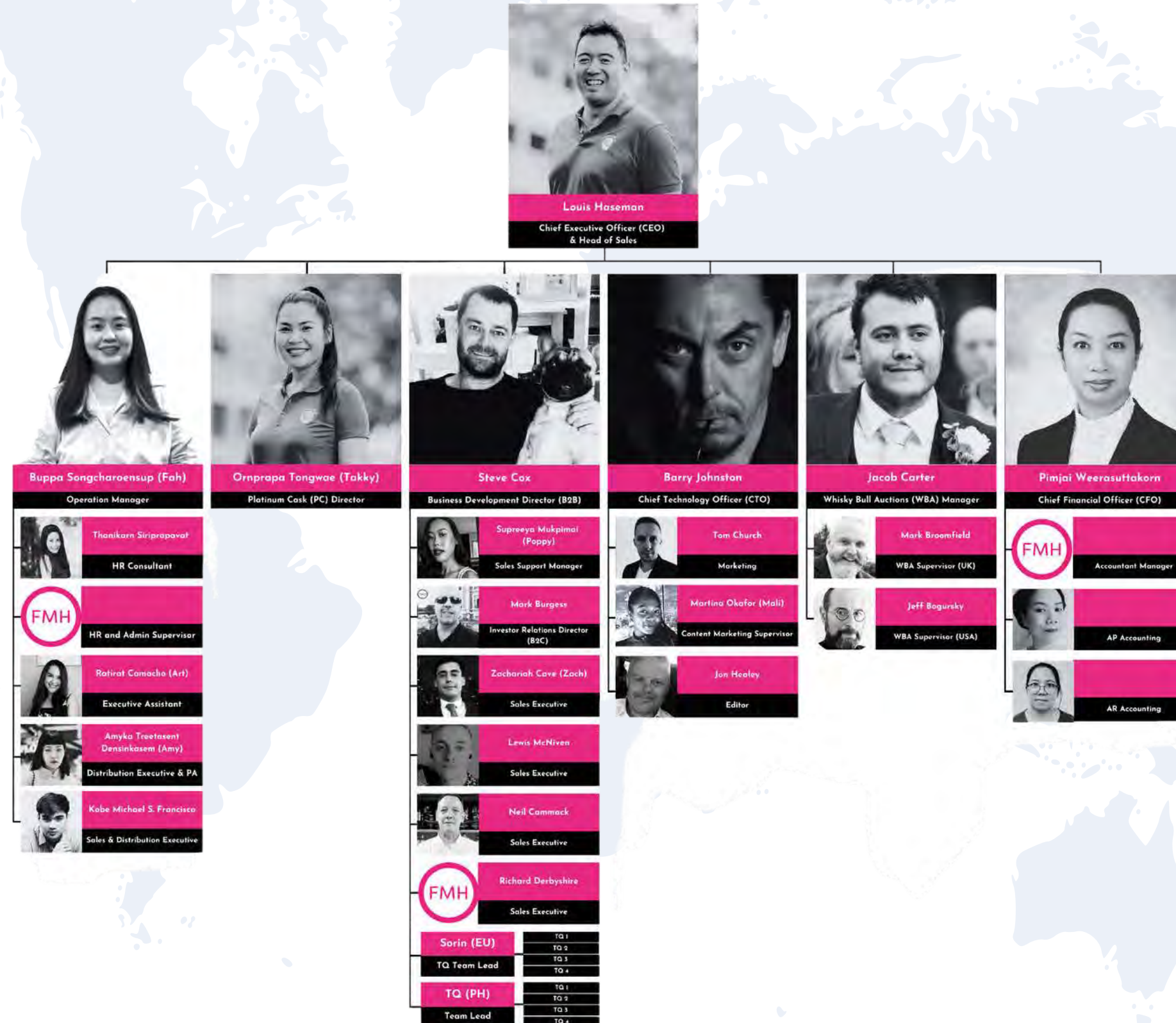
An Expert Team, A Shared Vision

At FMHG, we recognise the value of collaboration with seasoned professionals who elevate our capabilities and reinforce our commitment to excellence. Our network of trusted partners includes **Brunson & Chandler LLC**, offering invaluable US legal counsel; **Reliance CPA**, ensuring the precision of our auditing processes; and **Mazars**, entrusted with high-level accounting and optimising our business operations. Together, we are united by a common passion for shaping a new and promising future.

Distinguished by Values, Driven by Vision

Our ethos is centred on standing out in the industry while unwaveringly upholding principles of honesty and open-mindedness. At FMHG, we prioritise life experiences and a forward-thinking attitude over mere academic credentials or societal status. Our overarching objective is to establish a company marked by consistent asset growth, delivering robust dividends to our valued investors.

FMH FAH MAI HOLDINGS
FMHG ORGANISATIONAL CHART 2023



INTRODUCING THE FAH MAI WHISKY COLLECTION

FMHG offers the chance to get involved at the very beginning of our publicly traded journey. Having been listed and traded on the OTC for several years since 2019, we are now completing the process of becoming listed on the Nasdaq. A publicly listed company creates a well regulated equity investment opportunity, increasing visibility and credibility. You can invest in FMHG as we grow into the future.

Louis Haseman started trading a modest collection of rare Scotch. He watched the value grow astoundingly over the last 12 years, at an average rate, in some cases exceeding 20-25% per annum, significantly outperforming his investments in gold and other indexed commodities over the same period.

This became the initial catalyst that drew his attention to the potential of investing in scotch on a larger scale, leading to the conception of FMHG. After the recent success of the Platinum Cask closed-end fund, it has become widely accepted that rare whisky is now very much an investment commodity that can be trusted and relied upon.

The predictions of "bubbles" in the market from 2010 - 2022 were unrealised, after year-on-year rises in the total market value of collectable scotch. That, coupled with the now ever-increasing disparity between supply and demand, has made it clear that the interest in and importance of rare whisky should continue to grow for many years.

We are now offering the opportunity for you to join us (subject to terms and conditions regarding your financial status and whether you are considered an accredited investor) and jointly benefit from this unique investment market. We intend to grow the business to a USD50M+ valuation within all our operating units, in the near term.

Currently, FMHG comprises of Whisky Bull Auctions, Platinum Cask bottling and trading platform, and an extensive cask and bottle collection.

In addition, we are distributing in SE Asia with a focus on Thailand, in some of the most prominent retail outlets such as 7-Eleven, Makro and Lotus. By 2027, we aim to have at least two operational distilleries with a long-term goal of five in total. We will then begin blending, and opening a curated collection of bars to exit our whisky portfolio as profitably as possible. We also focus on improving our bottling brand and distributing products to the spirit market

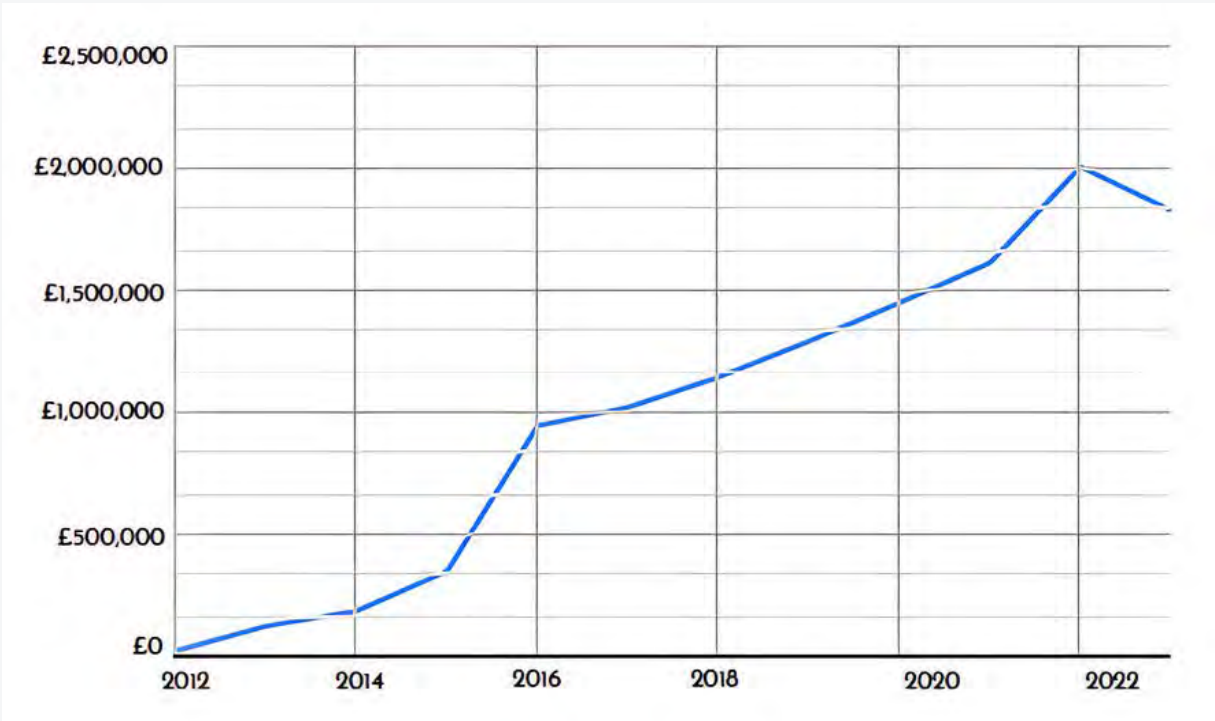


The Expired Cask Fractions ROI Report

Cask Fractions List	Expire DD-MM-YY	Year	ROI (%)	Age (when expired)	Time of investment
Isle of Jura - #5490	13-Jun-19	2019	12%	27	4 months
Macallan - #11164	1-Jun-19	2019	26.50%	29	1 year
Burnside - #5118	19-Oct-19	2019	7%	25	6 months
Macallan - #11160	22-Oct-19	2019	28%	29	1 year
Burnside - #7382	3-Dec-20	2020	10%	28	6 months
Auchroisk - #26	9-Jan-20	2020	106.25%	10	6 months
Ardlair - #900248	4-Sep-20	2020	35%	11	1 year
Kirkcowan - #3448	5-Aug-21	2021	5%	2	1 year
Kirkcowan - #3446	5-Aug-21	2021	5%	1.8	6 months
Kirkcowan - #3445	5-Aug-21	2021	37.5%	1.8	6 months
Kirkcowan - #3444	5-Aug-21	2021	45.90%	1.8	6 months
KirkCowan - #3447	5-Aug-21	2021	44.4%	1.8	6 months
Kirkcowan - #3452	22-Jul-21	2021	37.50%	1.5	6 months
Kirkcowan - #3439	22-Jul-21	2021	5%	1.5	6 months
Kirkcowan - #3440	22-Jul-21	2021	5%	1.5	6 months
Kirkcowan - #3443	25-Jul-21	2021	28.60%	1.8	6 months
Kirkcowan - #3442	25-Jul-21	2021	37.50%	1.8	6 months
Kirkcowan - #3441	25-Jul-21	2021	25.90%	1.8	6 months
Kirkcowan - #3437	22-Jul-21	2021	28.60%	1.8	6 months
Kirkcowan - #3438	22-Jul-21	2021	25.90%	1.8	1 year
Glen Moray - #5729	13-May-21	2021	58.73%	14	7 months
Islay Peated Single Malt - #7C	29-May-21	2021	16.66%	13	1 year
Ben Nevis - #1493	13-Nov-21	2021	15%	9	2 years 8 month
Wardhead - #320	20-Feb-22	2022	20%	25	1 year 2 months
Kirkcowan - #2773	10-Jul-22	2022	15%	2	1 year 4 months
Port Dundas - #711794	5-Jun-22	2022	6.38%	23	2 years
Glenallachie - #198	13-May-22	2022	200%	6	3 years
Glenallachie - #554	3-May-22	2022	200%	N/A	2 years
Glenallachie - #197	13-May-22	2022	200%	N/A	3 years
Kirkcowan - #2898	29-Oct-22	2022	30.05	1.5	1 year 5 months

HISTORICAL WHISKY PERFORMANCE

Scotch Whisky Auctions Trading Volume (Secondary Market) 2012 - 2023



Historical performance has shown whisky as an investment asset to have substantially increased demand over the past decade. Single malt Scotch has become one of the most sought-after whiskies in the world. Arguably, Irish whiskey is older and equally as collectable, but to date, we have not seen £1Mil + bottles of Irish whiskey for sale, yet we have seen precisely that with Scotch.

We have looked at over 300,000 single malt Scotch Whisky sales through dedicated UK-based online whisky auction websites between mid-2011 and mid-2019. Between 2011 and late 2017, average bottle prices rose by over 100% to £276.57 per bottle, with 59,633 bottles recorded as sold in 2017. The total market value was just under £16.5 million.



NUMBER OF BOTTLES SOLD AT AUCTION

•	2012	-	£29,275.00
•	2013	-	£130,440.00
•	2014	-	£192,795.00
•	2015	-	£356,230.00
•	2016	-	£951,920.00
•	2017	-	£1,027,620.00
•	2018	-	£1,151,805.00
•	2019	-	£1,299,290.00
•	2020	-	£1,456,650.00
•	2021	-	£1,620,575.00
•	2022	-	£2,014,735.00
•	2023	-	£1,835,185.00

2018 saw a huge increase in the number of bottles recorded as sold by 67% to 99,774. However, as the pound has weakened [1] and consumer confidence has dropped [2], average bottle prices were left at just £207.96 for the year. 2019 has followed the trend that started in 2018, with bottle numbers continuing to increase and average prices continuing to fall.

As of May 2019, we have seen just over 43 thousand bottles recorded as sold, up 20% on this time last year, leaving the average bottle price in 2019 at just £143.40 per bottle.

PRICING PRESSURE

Nevertheless, it is crucial to recognise that the average bottle price serves as a comprehensive barometer of all of the collectable whisky market's performance. The exponential surge in the volume of bottles appearing at auctions has led us to a significant observation:

the influx of lower-valued bottles into the market has exerted downward pressure on the average price. However, when we focus on bottles valued over £1,000, we witness a remarkable 26% increase in value, soaring from £2,064 by the close of 2017 to an impressive £2,619 at the close of 2018.

INSIGHTFUL ANALYSIS

This insightful analysis prompted a strategic shift within our investment approach. In 2018 we made substantial strides in cask acquisition, a move that has effectively balanced our overall portfolio. Our robust relationships with distilleries and cask traders

has empowered us to secure acquisitions, priced significantly below those accessible to the general public. Consequently, we can now offer our investors returns that exceed a staggering 100% per annum through the astute trade of our assets.

A closer examination of select higher-value bottles originating from coveted distilleries reveals an even more encouraging trend: prices have not only remained resilient but have often experienced notable growth, even as the market average has witnessed fluctuations. Eminent examples such as the Black Bowmore, Macallan 1961, Laphroaig 40 years old, Arbeg 1815, The Macallan Masters of Photography Rankin Edition, and the Dalmore Astrum have all exhibited appreciable increases in value since the commencement of 2018, a period when the market average began to waver.

Drawing upon a vast collection of historical data, whisky has consistently emerged as an attractive investment opportunity, yielding solid returns while carrying relatively low risk.

As clearly demonstrated by the aforementioned examples, the prices of many well-chosen bottles continue to ascend, despite prevailing economic uncertainties and the depreciation of the currency in the United Kingdom. However, this underscores the paramount importance of expertise in discerning which bottles and casks to invest in, as well as which ones to forego. It also highlights the wisdom of approaching whisky investment with a long-term perspective, rather than seeking fleeting short-term gains.

In this increasingly dynamic landscape, FMHG remains ultimately committed to providing our investors with the insights and opportunities that enable them to navigate the intricate world of whisky investment with confidence and foresight.

Higher priced bottles exhibit a much higher increase in ROI due to their rarity and desirability.



Explaining the Whisky Shortage: A Historical Perspective

The scarcity of whisky in today's market is rooted in a complex historical narrative. Just like many other industries, the whisky market operates in cycles, and over the years, it has weathered its share of highs and lows. Decades ago, the distilleries responsible for producing some of the iconic whiskies that have gained immense popularity in recent times could not have foreseen the staggering demand their bottles would command today. Scotch Whisky, now a global icon, did not always enjoy the level of popularity we witness today.

As we delve into the annals of history, we find that at the outset of the 20th century, the Scotch Whisky industry was mired in a profound slump. Consumer interest had all but vanished, and the production of spirits in the UK for domestic consumption had plummeted by a staggering 56%, from 100 million litres of alcohol in 1900 to a mere 44 million by 1912.

Efforts by the industry to bolster whisky exports were further hampered by the eruption of World War I. Although there was a modest recovery thereafter, the 1920s witnessed the permanent closure of 40 distilleries out of a total of 120. It was only in the post-World War II era that whisky was championed as a means to aid the UK's economic recovery. By the early 1950s, Scotch Whisky exports had surged to £33 million, up from a mere £11 million at the close of World War II.

This upward trajectory continued into the next decade, with exports peaking at £81 million by the early 1960s (The National Archives, 1965). The subsequent years were hailed as a "golden age" for the Scotch Whisky industry, with exports reaching an impressive £228 million by the mid-70s.



However, the late 1970s signalled the onset of a new global downturn. Over-investment coupled with inadequate forecasting, led to a rapid and extensive restructuring across the industry.

Numerous distilleries succumbed to this wave of closures, with approximately 20 distilleries closing during the 1980s due to a decreasing demand for all whisky, and overproduction during the late 70s.

This recent round of distillery closures from the 1980s has culminated in the present-day scarcity of aged whisky.

Had the prognosticators and distillery accountants of that era foreseen the surging demand for single malt Scotch Whisky that characterises today's market, the landscape would undoubtedly be vastly different. Nonetheless, we find ourselves in the midst of a continually escalating demand, with supply valiantly endeavouring to keep pace.

In conclusion, this historical perspective illuminates the intricate interplay of factors that have shaped the whisky market as we know it today. As demand steadily grows year by year, we are absolutely committed to navigating these complexities and providing astute investment opportunities in the whisky sector.



A SEISMIC SHIFT

The whisky world is witnessing a seismic shift in consumer preferences, adding yet another layer of complexity for distilleries. The relatively recent preference for Single Malts over blends has introduced a new challenge. Simultaneously, iconic blends like Johnny Walker, crafted from younger-age whiskies, are experiencing a surge in global popularity.

This places distillery owners at a crossroads, torn between fulfilling current demands or extending the ageing process to meet future requirements. A clear sign of this conundrum is the increasing prevalence of NAS (No Age Statement) bottles released by renowned distilleries. This trend serves as a tangible indicator of distilleries' earnest efforts to straddle both sides as they diligently work towards replenishing their stock levels.

The historical journey through the Scottish Whisky industry further unveils the intricacies of this ongoing dilemma. From the 1950s through the end of the 1970s, the industry was characterised by continuous expansion, with new distilleries opening their doors and an impressive accumulation of whisky stockpiles.

However, the ensuing four decades saw a record number of distillery closures—an attempt to manage the surplus of whisky. Remarkably, amidst this tumultuous period, the fervour for Scotch Whisky remained undeterred, growing steadily until it reached an undeniable "point of no return" in the balance between supply and demand.



While we are beginning to witness the emergence of new distilleries aimed at addressing current needs, it is essential to acknowledge that crafting a 30-year-old single malt is a time-intensive endeavour. The gap of nearly 40 years in the establishment of meaningful distilleries has significantly depleted the reserves of aged stock within distillery warehouses.

Even as distilleries engage in this delicate juggling act to cater to the diverse demands placed upon them, it is anticipated that many years will elapse before they can fully accomplish their mission.

that a day would come when the disparity between whisky supply and demand would reach a critical juncture, often referred to as 'The Ten-Year Drought.'

Consequently, we anticipate a prolonged period of at least 10 to 15 years during which supply will fall significantly short of demand, thereby exerting upward pressure on the prices of aged single malt whiskies.

While we cannot definitively assert that we are presently in such a period, nor can we accurately predict when it will occur, it is prudent to recognise that the whisky landscape is ever evolving, and proactive measures are essential to navigate these shifting tides.

It has long been a topic of discussion among investors, consumers, and industry insiders



ADDRESSING THE CHALLENGES

Distilleries have been diligently working to address the challenges posed by the persistent whisky shortage. One notable response has been the introduction of NAS (No Age Statement) releases, showcasing their adaptability and commitment to satisfying consumer demand. Furthermore, they have imposed restrictions on the quantity of aged whisky released annually. Despite their concerted efforts, the underlying issue remains ever-present. In simple terms, there is a palpable scarcity of whisky, and as long as demand continues its upward trajectory, prices are poised to continue their ascent.

The appetite for both Single Malts and blends has exhibited steady growth in traditional whisky markets, including the UK, USA, Europe, Australia, and select parts of Asia such as Japan, Hong Kong, and Singapore. However, in the wake of the post-Covid resurgence, regions like Taiwan, Singapore, India, and China have witnessed a remarkable doubling of demand. This significant shift has catapulted the Asia-Pacific region into the forefront, surpassing the European Union as the industry's largest regional market. Notably, in the first half of 2023, the value of Scotch Whisky exports remained resilient, recording £2.57 billion, representing a modest 3.6% decline from 2022 figures.

CHINA RANKS AMONG THE TOP TEN MARKETS BY VALUE

According to the reports from the Scotch Whisky Association, China ranks among the top 10 markets by value and holds a prominent position among the top 5 export destinations for Scotch Whisky in the first half of 2023, measured by value. Even if China were not to match the export figures of the USA, it undeniably stands as the most promising market in terms of growth potential.

Delving into demographics, in 2015, China boasted an urban population of 730 million. By 2022, a staggering 76% of China's urban populace had ascended to middle-class status, characterized by urban households earning between US\$9,000 and US\$34,000 annually. This income bracket, adjusted for the cost of living in China, affords a lifestyle akin to that of middle-class households in other countries.

Remarkably, in 2022, over 550 million Chinese individuals found themselves in this category, a stark contrast to the mere 4% in 2000, effectively positioning this demographic as the third-most populous country globally.

The burgeoning Chinese market, marked by expanding disposable incomes and a penchant for Western luxury, places additional strain on existing whisky stocks and the current roster of operational Scottish distilleries. As we navigate this dynamic landscape, it is clear that proactive measures are imperative to secure a sustainable future for the whisky industry.



WHAT WE OFFER

UNLOCKING THE WORLD OF RARE WHISKY INVESTMENT WITH FMHG

Fah Mai Holdings Group, Inc. is your gateway to a world where the finest Single Malt Scotch whiskies take centre stage. Our core expertise lies in sourcing and trading unique, limited edition Scotch whiskies. We search for exquisite creations that bear the mark of distinction.

We are dedicated to seeking out those elusive gems, often produced in limited quantities or hailing from distilleries that have long since closed their doors.

Safekeeping and Accessibility: Our prized collection of rare whiskies is securely stored in top-tier storage facilities across the globe. This strategic approach allows us the flexibility to seamlessly transport these coveted items to diverse corners of the world, all without the encumbrance of customs duties.

When the time is right to offer a particular gem to private collectors, whisky aficionados, or esteemed establishments like high-end hotels and lounges, we can swiftly and effortlessly move items from our collection. Each of our casks is meticulously cared for, safeguarded under double insurance coverage in HMRC-bonded secure storage facilities throughout Scotland until the moment they are ready to be bottled or transferred.

Your Investment Opportunities: We extend to you the exclusive opportunity to venture into the rare whisky market. Your investment journey can take various forms, whether through the acquisition of bottles, casks, or as an equity stake in our enterprise. The lifeblood of our operation is fuelled by spirit trading—whether in bottle, cask, or bulk container format. Your investments contribute to our working capital, empowering us to engage in substantial spirit trading endeavours.

Rest assured that the dedicated management team at FMHG is at the helm of every aspect, from sourcing and securing to holding and trading within our portfolio. Our unwavering commitment is to foster consistent growth in portfolio value, enhancing the worth of your investment.

CASK INVESTMENT OPTIONS:

With access to an intuitive online portal for portfolio tracking, you can anticipate both exponential and conservative growth, with cask investments poised to appreciate at a rate of 10-20% per annum.

We also offer fractional cask investment options, enabling smaller investment amounts over time, with fractions starting at £20 each, allowing more modest investments spread across a selection of distilleries, sharing the same percentage profits with FMHG and other members.

BENEFITS AWAIT

- **Collective Strength:** Your investment benefits from the collective purchasing power of our group.
- **Rarefied Access:** Gain entry to the world of the rarest and most coveted collectable whiskies.
- **Compelling Returns:** Expect robust returns from a market that historically averages 10-20% annual growth.
- **Expert Oversight:** The FMHG team continuously monitors our collection, strategically acquiring and releasing bottles to maximise the total fund value.
- **Priority Privileges:** Enjoy priority status to acquire rare bottles from our collection when they become earmarked for sale.



www.platinumcask.com/whole-casks



EXAMPLES OF PERFORMANCE

To best illustrate our confidence in the rare whisky market, the following are just two examples of gains made over recent years.

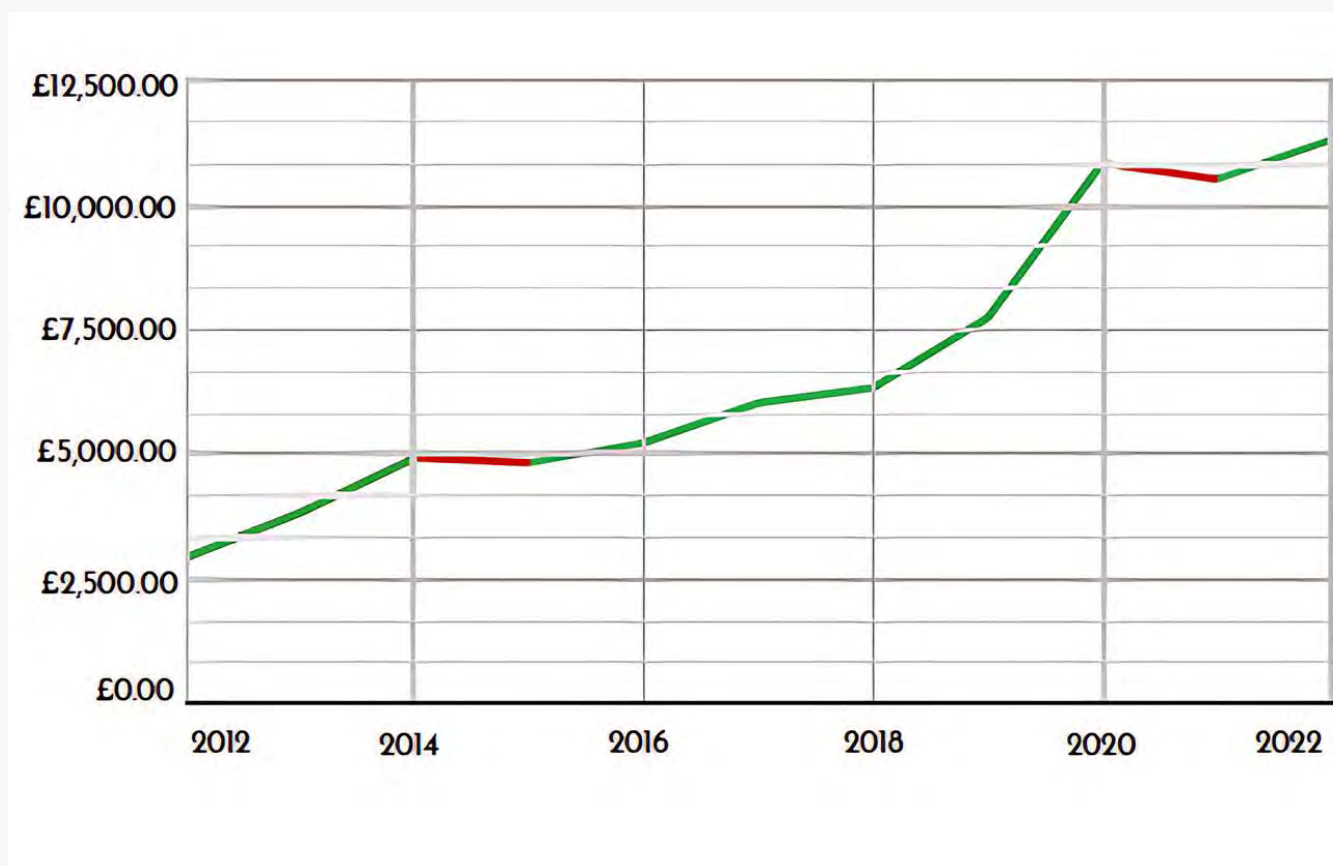
LAPHROAIG 40-YEARS-OLD

Laphroaig, perhaps the most famous of the Islay distilleries, is situated at the head of the loch, which bears its name, on the south coast of Islay. Its world-famous peated Single Malt whiskies need minimal introduction or fanfare.

Distilled in 1960, the 40 YO was matured in Warehouse #1 for all of its 40 years before being bottled on 29 May 2001, when a mere 3,300 bottles were made available. To date, it remains the oldest official release from the distillery.

If we look at the historical value of this bottle a decade ago, in 2013, it was trading for around £1,500. Move the clock forward to 2023, and we see the same bottle sold for £12,300 - a massive 600% plus increase in just ten years.

600% plus increase in just ten years.

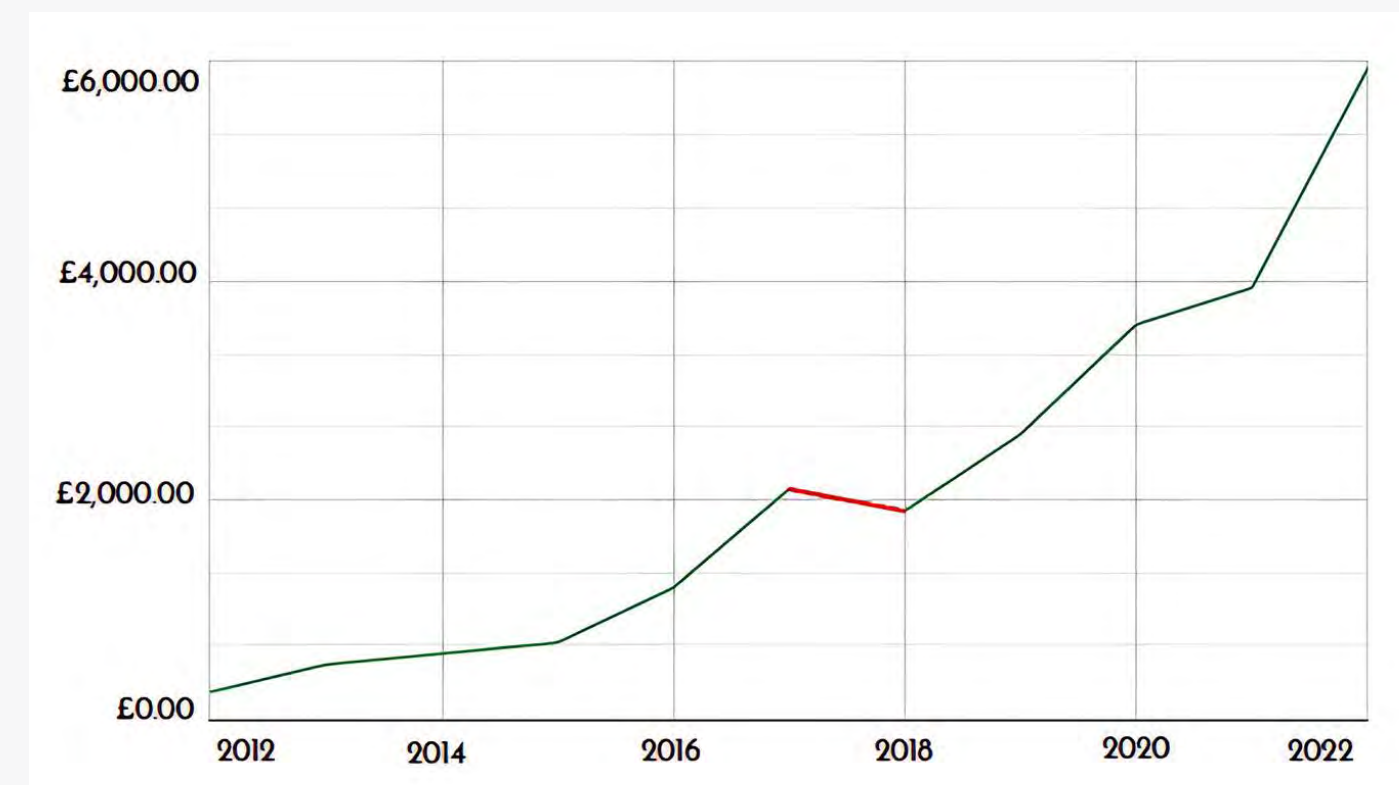


THE MACALLAN 1975 18-YEARS-OLD

The Macallan 1975, 18 YO was bottled in 1993. It was not a limited release, so it would have been considered part of the standard Macallan "lineup". Nonetheless, due to the fantastic rise in the popularity of the brand as a whole, the bottle's value increased wildly from a relatively modest £370 at auction in 2013 to nearly £6,000 in December 2022 - a 1,500% increase in less than a decade.

Although its value has seen somewhat of a recalibration in 2023, this bottle still commands a price tag of £3,700 in specialist retailers.

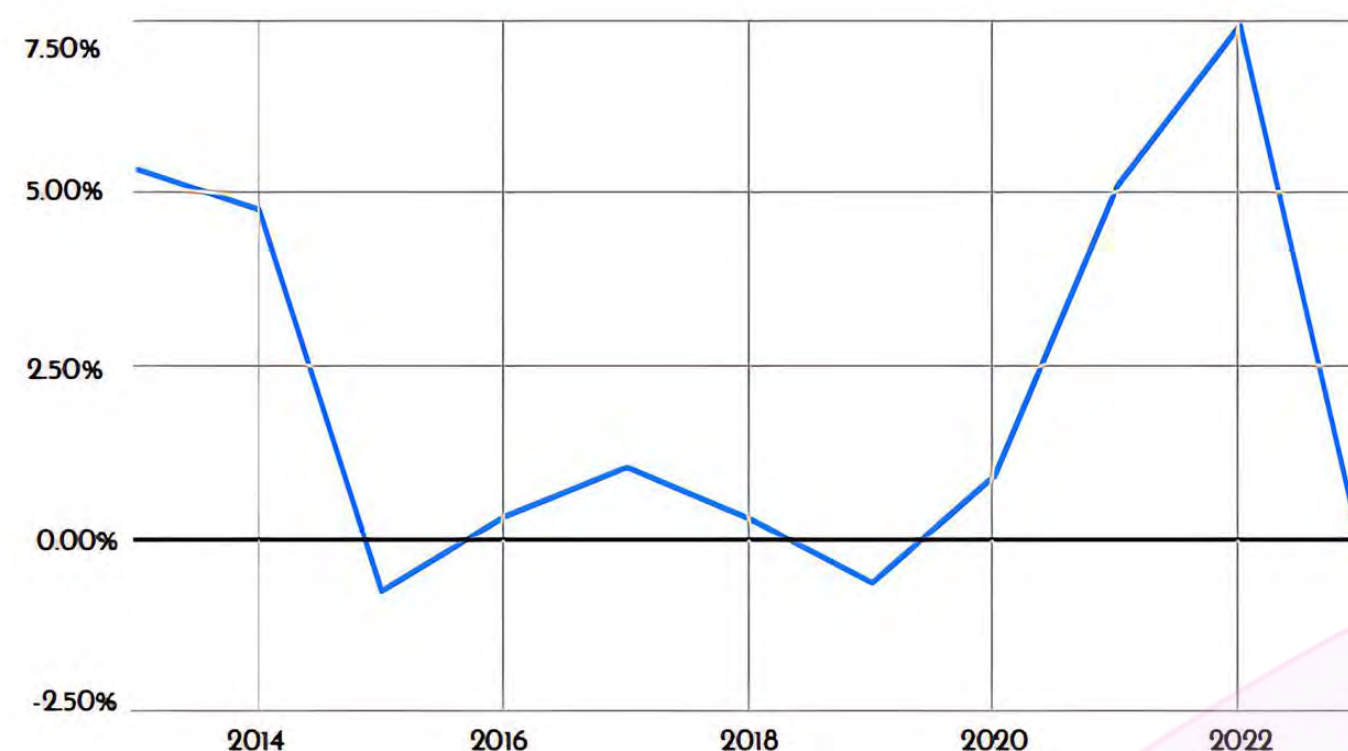
1,500% increase in less than a decade.



ASTUTE ANALYSIS

Over the span of ten years, from January 2013 to January 2023, we have closely observed the dynamics of the whisky market through the lens of the esteemed Whisky Stats Whisky Index. This index serves as the compass for tracking the value fluctuations of the top

500 historically most traded whiskies on a monthly basis. Distinguished by its market value-weighted methodology, this index accords greater significance to whiskies with higher price points, thereby reflecting the intricate interplay of value shifts within this dynamic market.



Please See Citations on page 32 for sources of data used for comparison

WHISKY IN COMPARISON TO OTHER INVESTMENT AVENUES

When we embark on a comparative analysis between rare whisky and other prevalent investment markets, a compelling narrative emerges over the past eight years. Rare whisky has established itself as one of the most resilient and robust performers in the investment arena.

While conventional commodities like gold and oil have displayed diminishing returns since 2011, the average bottle price within the secondary whisky market has consistently outperformed the FTSE 100 average. Additionally, it has closely mirrored the performance of the S&P 500, underscoring its capacity to deliver compelling returns.

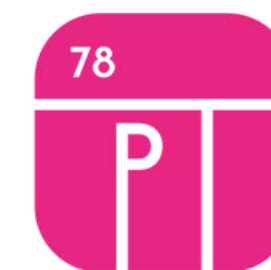
It's crucial to acknowledge that the realm of rare whisky investments operates on a different tempo than some high-volatility counterparts, such as cryptocurrencies or individual company stocks. The value of a particular bottle may experience sudden surges in response to spikes in popularity or noteworthy developments that capture the attention of enthusiasts and collectors.

It is not uncommon for bottles that have witnessed rapid price appreciation due to "flipping" (the swift resale of newly released, limited-edition bottles) to undergo subsequent price adjustments within the 12 months that follow. However, the historical pattern often reveals a rebound in value after prices stabilise.

In the realm of cryptocurrencies, there is no denying that this asset class has presented an unparalleled investment opportunity, akin to the dot-com bubble of the late 1990s and early 2000s. Nonetheless, it is imperative to recognise that, much like the dot-com era, the risk associated with cryptocurrencies remains extraordinarily high. The persistent absence of comprehensive oversight and regulation means that the potential for substantial overnight losses looms ever-present.

Given these dynamics, we have opted not to provide a direct comparison with cryptocurrencies. Instead, we concentrate on assets that share a similar risk profile. In constructing a diversified investment portfolio, prudence dictates spreading risk across various assets. While cryptocurrency investments can be part of this strategy, they are complemented by the steadiness and long-term potential of rare whisky holdings.

In conclusion, rare whisky stands as a distinctive and promising addition to an investment portfolio, offering a blend of resilience and potential returns. In tandem with other assets, it forms a well-balanced approach to managing risk and seeking sustainable growth.



OUR BRANDS



PIONEERING FUTURE WHISKY VENTURES AT FMH

FMHG is actively laying the foundation for future expansion and exploration of new opportunities within the realm of whisky.

Our Journey So Far: Over the past four years, our journey through the world of whisky has been nothing short of exhilarating. We've introduced several evolving initiatives.

Platinum Cask (PC): PC represents our cask-trading platform and serves as our trademarked bottling label. In addition, it acts as an entry point to our independent bottling.

To date, we have successfully bottled three expressions under the Platinum Cask brand, consistently fetching prices well above production costs each month. This strategic move has allowed us to release capital from certain assets, accelerating the growth of our portfolio during pivotal periods.

Online Shop: Expanding our horizons, we have ventured into the realm of wine and cigars through our online shop, catering to the diverse tastes of our clientele.

Whisky Bull Auctions (WBA): Our pioneering online auction platform, Whisky Bull Auctions, has redefined the way enthusiasts and collectors engage with the whisky market, injecting innovation and accessibility into the auction experience.

Distribution Network: We have also established a robust distribution network, facilitating the seamless flow of our whisky offerings to discerning consumers.

Live Events: As franchisees of the renowned Whisky Live brand, we actively participate in live events to enhance awareness among potential investors, creating immersive experiences that foster deeper connections with whisky.

The Platinum Cask Vision: The inception of Platinum Cask (PC) was a pivotal step for us. This platform offers an opportunity for those who may not wish to or cannot afford to purchase an entire whisky cask. Moreover, PC serves as our retail brand for independent bottling. Already, we have released three distinct expressions under the Platinum Cask label, consistently achieving impressive sales well above production costs.

Expanding Horizons with Platinum Cask: Our new PlatinumCask.com website serves a dual purpose. Firstly, it offers a platform for the sale of PC bottled whiskies and original bottling, providing enthusiasts with access to our distinctive creations. Secondly, it introduces a groundbreaking concept known as "Cask Fractions." This term signifies a percentage of cask content without specifying precise volume or value. These fractions are made available to investors and collectors, generating revenue and profit for FMHG.

Unlocking Opportunities with Cask Fractions: With Cask Fractions, investors have the opportunity to buy and sell a portion of casks at a competitive rate, all while reaping profits. Importantly, there are no management or administration fees associated with your purchase. Our commission, set at a modest 20% when you sell your fraction, ensures that your net return remains substantial.

Promising Returns: We anticipate that the appreciation on this micro-investment will be nothing short of remarkable, projecting no less than a 12% compound annual growth rate.



www.platinumcask.com

Single Cask Release

Crafted Whisky Experiences



"Artemis" by Susan Haseman

Within our remarkable collection of both single malt and single grain whiskies, we carefully curate a selection of the most captivating casks, destined to become exquisite single cask releases.

This journey began with our inaugural release, a 10-year-old single grain expression from the renowned Invergordon distillery. Soon thereafter, we introduced the world to a 6-year-old Ardmore, a premier addition to our Olympians Series.

The Olympians Series Unveiled: The Olympians Series, a hallmark of Platinum Cask, embodies a limited-release collection consisting of 12 distinctive single-cask bottling. Each bottle pays homage to one of the original Greek Gods, and our inaugural release is dedicated to the divine Artemis.

Artemis: The Goddess of New Beginnings: Artemis, a deity synonymous with virginity, new beginnings, and the embodiment of innovative ideas and methods, was the ideal muse for our first release. This divine elixir is presented in a strictly limited bottling of just 314 bottles. Distilled in 2011, it represents a 6-year-old Single Malt originating from the Ardmore Distillery, bottled at 46% ABV.

Exploring Characterful Casks: With the Olympians Series, our focus is squarely on unveiling the unique and character-rich facets of our collection. For Artemis, we handpicked the youthful vibrancy and exceptional flavour profile of the 6-year-old Ardmore.

Each Olympian bottle is accompanied by a signed print reproduction of the label artwork, a stunning creation by the talented Cornish artist, Susan Haseman.

Susan Haseman's Artistic Alchemy: Susan's artistic expertise typically revolves around capturing the essence of Cornish landscapes and their inhabitants. However, her talent took a fascinating turn as she was commissioned to reimagine the Greek gods.

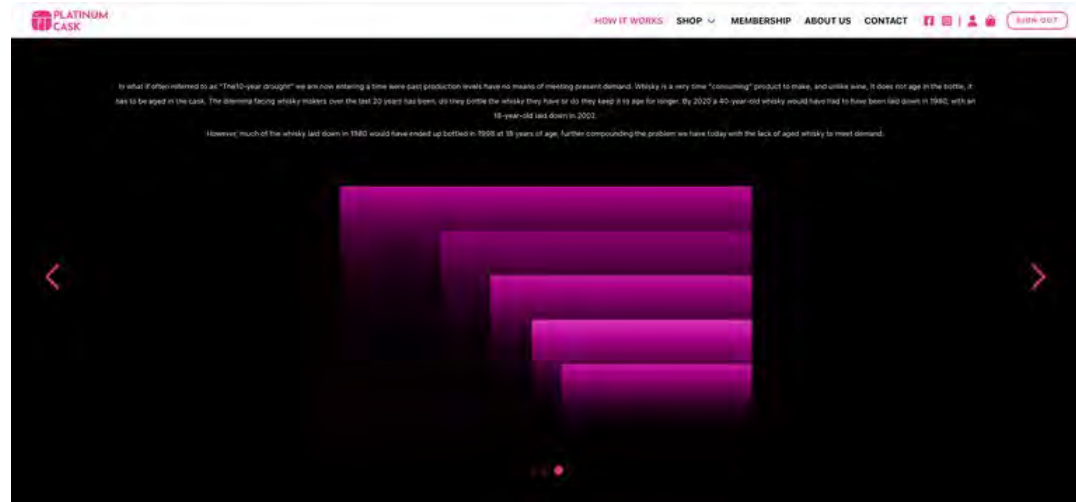
In a series of 12 original watercolored artworks, Susan has breathed new life into these ancient deities, infusing them with a fresh, contemporary perspective.

Exclusive Access for Platinum Cask Members: Our Single Cask releases are a privilege reserved exclusively for our esteemed Platinum Cask Members.

Embark on this captivating journey with us, where each bottle is a testament to our unwavering commitment to craft and heritage. Join us in celebrating the artistry of whisky and the timeless allure of the Olympians.



www.platinumcask.com/bottles



At Platinum Cask, we provide you with three distinct avenues to realise returns on your cask fractions, each meticulously analysed to optimise investor benefits.

These options include

- Trading fractions within the PC community
- Selling the entire cask
- Bottling the cask's contents

Our choice among these pathways is guided by a comprehensive assessment aimed at delivering the highest returns to our valued investors.

In comparison, other companies in the field typically offer two alternatives:

- Either the purchase of an entire cask or,
- The investment in whisky still maturing in the cask on a per-litre basis.

However, we recognise that these approaches can be either prohibitively expensive or perplexing for many prospective investors.



www.platinumcask.com/terms-of-service

ANGEL'S SHARE

The primary source of confusion in whisky investment by the litre stems from the natural ageing process, which concurrently enhances the whisky's value.

A litre remains a fixed quantity, while whisky undergoes maturation over the years, leading to the evaporation of a portion of both alcohol and bulk liquid—an occurrence affectionately known as 'the angel's share.' This annual loss typically ranges between 7% to 9%.

Consequently, the more extended the period of maturation, the more pronounced this reduction, adding complexity to the equation.

Although the volume of liquid within your holding may have diminished over time, the value of it has invariably increased.

Our conviction is that trading whisky by fractions is a superior alternative to trading whisky by the litre. With this approach, there is no longer any ambiguity regarding the quantity of liquid you possess or the value you are securing.

Experience clarity, transparency, and well managed, excellent returns with Platinum Cask's innovative investment model.

INNOVATIVE CASK DIVISION

Bulk whisky transactions often employ the Original Litres of Alcohol (OLA) measurement, wherein purchasers must estimate the remaining alcohol content in the whisky, if the cask has not been recently re-gauged.

However, as the years pass, this method may become much less precise and less suitable for measuring your investment accurately.

While this system serves the needs of large-scale bulk traders within the wholesale whisky market, we firmly believe it is not the ideal solution for the investment arena.

Our innovative cask-division system sets Platinum Cask apart from the competition, providing a remedy for the challenges posed by investing in a diminishing asset.

By dividing casks into fractions, we offer a solution to the ambiguity surrounding diminishing volume. If you hold a portion of a cask today, your ownership percentage remains unchanged in 5 or 10 years.



Whisky Bull Auctions (WBA): Elevating Your Whisky Experience

As we passionately strive to assemble the world's most extensive whisky collection, we introduce Whisky Bull Auctions (WBA) as a strategic facet of our mission. WBA offers a unique opportunity not only for our esteemed collectors but also for the enhancement of our prized FMHG – Rare Whisky Collection without incurring fees.

Customer-Centric Whisky Auctions: Our vision for WBA was to create an online auction platform with the world's lowest commission and fees, a feat we've successfully achieved. However, to sustain this approach, we rely on volume, and our strategy for achieving this milestone includes international expansion—a strategy we're actively pursuing. The unfolding details of our strategy will soon reveal our innovative approach.

Unlocking Benefits Through Lifetime Membership: We are proud to introduce our exclusive free lifetime membership, designed to ensure the integrity of our online auction platform by welcoming only verified buyers and sellers.

This approach eliminates any concerns about fake accounts or disruptive individuals who may be artificially inflating prices. When you decide to part with a cherished item from your collection, rest assured that your buyers are genuine enthusiasts. Complemented by our user-friendly custom-built auction website, the entire whisky trading experience is streamlined to exceed your expectations.

Expand Your Whisky Horizons: Whether you're on a quest for a prestigious whisky addition or simply wish to explore the current or upcoming offerings, we invite you to become part of our auction membership program. With a global presence spanning the UK, USA, Singapore, and Hong Kong, our reach extends to enthusiasts worldwide.

Embark on Your Whisky Journey: Your journey toward an extraordinary whisky collection that will undoubtedly leave your friends envious begins today.

Join us for our next Auction!

Whisky Bull Auctions

Are you fed up with huge fees? We are! Whisky Bull Auctions was set up by whisky fans for whisky fans. Whether you're a connoisseur, a collector, a trader or an investor, WBA is the best place to find the whisky you're looking for with the lowest auctioneers fees around. Getting started is easy. Just fill in our FREE (yes you heard right, FREE) online setup form and enjoy your lifetime membership to WBA.

Smart Lists

Don't miss out on the bottles you've been hunting. Add a bottle to your Wishlist and we'll email you the next time one is entered into our auction.

Buying

Buying the whisky of your dreams is super easy with WBA. Just sign up, login and start bidding. We've packed our new site with tons of features to make bidding a breeze.

Selling

Selling your whisky through WBA couldn't be better. Not only is it free to list your bottles but we'll also share part of our commission with you.

Delivery or Storage?

We know that it can be expensive just maintaining a whisky collection, so to try and keep those costs down we're offering 1 years secure, insured storage for just £1 a bottle.

[LEARN HOW IT WORKS](#)



<https://www.whiskybull.com/>



WHISKY LIVE THAILAND

Whisky Live Thailand 2020: A Remarkable Milestone

In late 2018, we secured the prestigious licence to host the exclusive, and coveted Whisky Live event franchise in Thailand, an endeavour that marked the beginning of an extraordinary journey.

Our vision was clear: To orchestrate the grandest whisky show ever to grace Thai soil. It was a colossal undertaking, requiring 15 months of meticulous planning and coordination. The stage was set, and in a stunning backdrop at the Renaissance Hotel in Bangkok, our aspirations became a splendid reality.

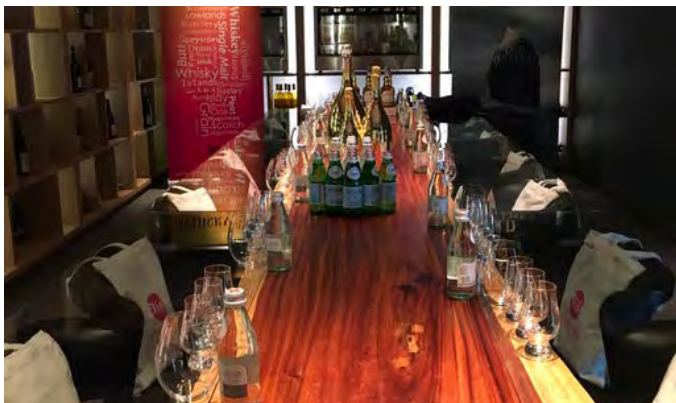
A Gathering of Whisky Enthusiasts: Whisky Live Thailand 2020 welcomed enthusiasts from far and wide, with over 80 esteemed whisky brands making their presence felt. The attendees had the privilege of sampling approximately 200 whiskies and other premium beverages.

Across the two captivating days, many whisky enthusiasts converged to partake in a diverse array of offerings, from the expansive exhibition to the exclusive VIP tasting room, enlightening masterclasses to the exquisite Fah Mai Holdings / Macallan dinner.

A Macallan Extravaganza: One of the standout highlights was the Fah Mai Holdings / Macallan dinner, where we joined forces with The Macallan team to host an opulent 5-course whisky-paired dinner for 80 guests. This elegant affair featured the unveiling and tasting of The Macallan Edition No. 5 in Thailand, leaving an indelible mark on our guests. Beyond its culinary splendour, the dinner served as a splendid platform for FMHG to engage with potential new investors, aligning seamlessly with our overarching objectives.

Showcasing FMHG Expertise: Alongside the celebrated Macallan dinner, our presence at Whisky Live Thailand 2020 included two captivating stands—one in the main event hall and another in the VIP tasting room. These platforms allowed us to shine a spotlight on FMHG and our distinguished Platinum Cask brand. Furthermore, our CEO, Louis Haseman, delivered a highly attended 'Investing in Whisky' masterclass, not only showcasing FMHG's prowess in the industry but also providing prospective investors with valuable insights into this fascinating realm.

WHISKY LIVE





Ernie and Leigh Troth founded James Bay Distillers, a production distillery based in Everett, Washington State, US. They relocated thereafter starting their distilling adventure in 2015 in Vancouver, Canada.

JBD still have a registered office in British Columbia, which enables them to distil and age their GALLOPING GOOSE range of Canadian whisky.

This is a 100% corn whisky made to a bourbon recipe – two editions finished in Bourbon/Martell Cognac and Amontillado Sherry casks, respectively. From here, it is transported to Everett, where it is bottled, labelled and distributed.

The couple's passion for exploration and innovation in this industry has made JBD the only US distillery with a King's Permit to import, blend and bottle Scotch Whisky.

Their INNER HARBOUR blended whisky is a combination of Highland and Speyside whiskies. They had the distinction of achieving the same awards at the Tokyo Whisky & Spirits competition as an 18-year-old Johnnie Walker.

The distillery is located at Seattle Paine Field International Airport, literally between runways 34R and 34L.

Ernie can benefit his casks from the regular shaking that each take-off initiates – thus creating a reaction between the wood and its liquid, probably not seen anywhere in the world! They will only produce 50 casks per year, so we are delighted they will be happy to ship to the UK.





The distillery is located in the heart of Whiskey Country in Crestwood, Kentucky. It is unique in that whilst it distils for a wide and varied number of customers, it does so primarily for the renowned Jefferson's Reserve brand, which now considers the distillery home.

The distillery is rich in the history and tradition of carefully, lovingly hand-crafted bourbon. It keeps automation and computer-led science to a minimum, instead relying wherever practicable on the years of experience accrued by its craftsmen in all aspects of the distilling and ageing process.

KAD produces its bourbon by hand from roots to bottles, their corn and rye being sourced less than a mile from Welbeck Farm's distillery on a 700-acre site. We have acquired many casks with varying mash bills from the distillery for future purchases via our PC and Whisky Bull sites.





Thirty miles west of Glasgow in southwest Scotland, the Ardgowan distillery is situated in an area steeped in a rich and often storied history dating back to its earliest-known Iron Age inhabitants some 4,000 years ago.

The ancient very much meets the modern with the stated aim of the distillery's owners in being the first of its kind to operate on a net carbon-neutral footprint. Its CEO, Martin McAdam, a proven business leader with extensive knowledge and experience in the renewable energy sector, leads this ambition.

Although the new distillery has not yet broken ground and is not able to distil its Single Malt whiskies, it has released many exceptional blended expressions.

This has been chiefly under the stewardship of Max McFarlane – a Master Whisky Blender with, amongst other iconic names, Tamdhu, Bunnahabhain, Glenrothes & Famous Grouse on his CV. He was also an instrumental figure in the meteoric rise of Highland Park Whisky.

Their superb blended Clydebuilt Series has long held our attention, and their limited-edition Single Malts from previously forgotten casks comprise the outstanding Discovery Series. Naturally, with such prestigious offerings in their manifest, we eagerly await their first Lowland Single Malt releases, hopefully due in the next few years.





Breaking Records "The Intrepid Bottle"

On September 9th, 2021, a historic moment unfolded as "The Intrepid Bottle" shattered the Guinness World Record for the largest bottle of Scotch Whisky ever created. Towering at an awe-inspiring height of 5 feet 11 inches, it contained an astonishing 311 litres of meticulously crafted Single Malt Scotch Whisky.

This remarkable achievement surpassed the previous record by an impressive 89 litres. The liquid within comprised none other than a distinguished 32-year-old Macallan Single Malt, equivalent to a staggering 444 bottles of this superb elixir.

On the momentous day of May 25th, 2022, "The Intrepid Bottle" took centre stage at an auction hosted by Lyon & Turnbull. In a riveting bidding war, the gavel finally fell at an astounding £1.105 million, setting a new milestone for whisky collectibles.

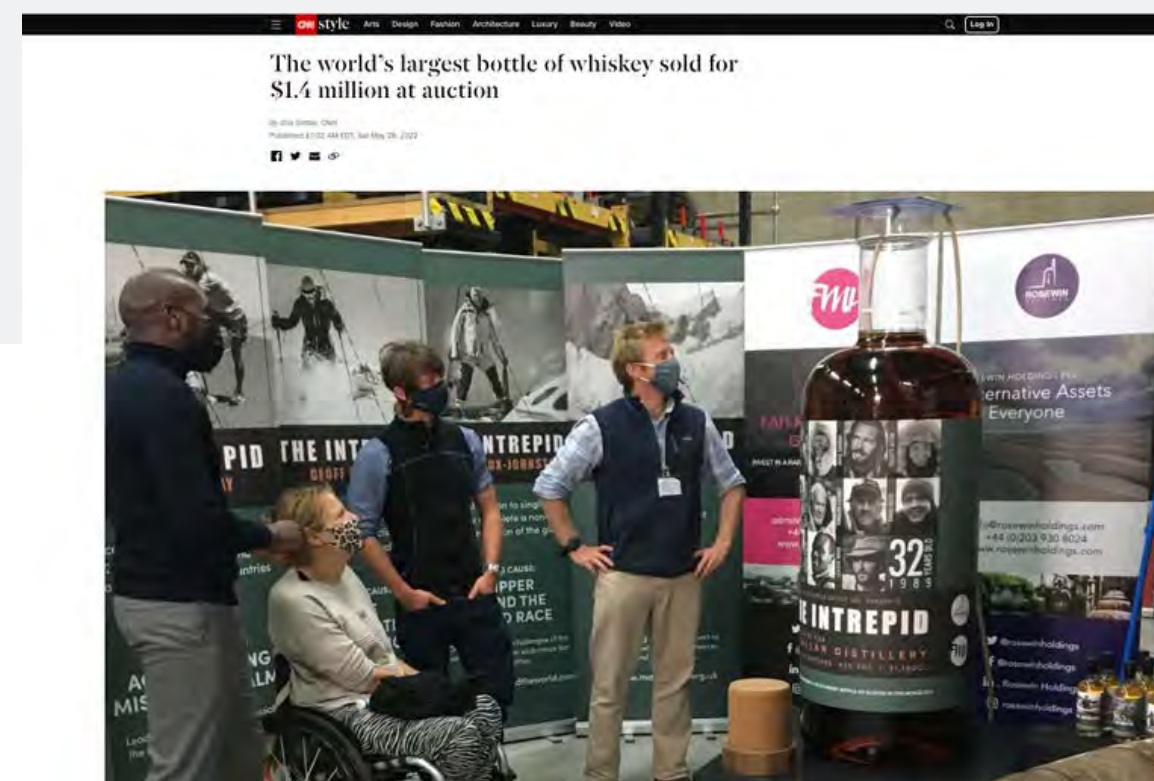
Alongside this monumental masterpiece, ten other smaller lots made their way under the hammer, including sets of 50 cl bottles, individual 50 cl bottles, and some delicate miniatures.

As a tribute to some of the world's most intrepid adventurers, "The Intrepid Bottle" featured 11 striking images of iconic explorers, including luminaries such as Sir Ranulph Fiennes and Sir Robin Knox Johnston. Their indomitable spirit and fearless quests resonated within this magnificent creation.

Fah Mai Holdings Group, Inc. (FMHG) takes immense pride in its pivotal role in bringing this awe-inspiring project to life. We celebrate the boundless possibilities that whisky embodies and the remarkable stories it continues to tell. "The Intrepid Bottle" stands as a testament to the enduring allure of Scotch Whisky and the indelible mark it leaves on the world of exploration and achievement.



www.edition.cnn.com/style/article/largest-whiskey-bottle-auction-trnd/index.html



www.forbes.com/sites/carlieporterfield/2022/05/25/worlds-largest-whisky-bottle-86-gallons-of-macallan-sells-for-14-million-at-auction/?sh=418ad29e234a

CITATIONS

Whisky l WhiskyStats
<https://www.whiskystats.net>

Gold l LBMA - Price

ICE Benchmark Administration Limited (IBA), Gold Fixing Price 10:30 AM. (London time) in London Bullion Market, based in U.S. Dollars [GOLDAMGBD228NLBM] retrieved from FRED, Federa Reserve Bank of St. Louis;
<https://fred.stlouisfed.org/series/GOLDAMGBD228NLBM>

Oil l Brent Crude - Price

U.S. Energy Information Administration, Crude Oil Prices: Brent - Europe [DCOILBRETEU] retrieved from FRED, Federa Reserve Bank of St.Louis;
<https://fred.stlouisfed.org/series/DCOILBRETEU>.

FTSE 100 - Price

<https://rb.gy/oelrw>

S&P 500 - Price

<https://rb.gy/uqi2m>

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