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# FAH MAI HOLDINGS

## WE MAKE DREAMS A REALITY

We are the world’s premier, sophisticated whisky investment, and alternative asset management company. We are Fah Mai Holdings.







# EXECUTIVE SUMMARY

Fah Mai Holdings Ltd is a sophisticated, multi-faceted, alternative asset management firm, with established business interests in bulk spirit trading, supply chain, and Scotch Whisky production.

Evolving investment opportunities in our rare whisky collection, allow everyone to invest in our company across a variety of vehicles, including whole casks, and fractions of cask whisky, across a diversified selection of globally recognised Scotch whisky distilleries, ensuring reliable financial returns, and a robust, asset-backed investment.





# COMPANY OVERVIEW

THE WORLD'S LARGEST RARE WHISKY COLLECTION



## STRONG FOUNDATIONS

FMHG Ltd was established in 2017 by Louis Haseman, following a decade of expertise in collecting and trading rare whisky



## UNIQUE OFFERINGS

We offer fractional cask investment opportunities, allowing individuals to start investing with as little as twenty British pounds



## LIVING EXPLORERS

World's largest bottle of whisky named Intrepid in honour of 11 greatest living explorers



## WORLD RECORD

September 9th 2021, The Intrepid officially becomes the world's largest bottle of whisky



## \$1.4 MILLION

25th May 2022, Intrepid Bottle fetches 1.4 Million USD at auction. 311 litres of 32 year old Macallan

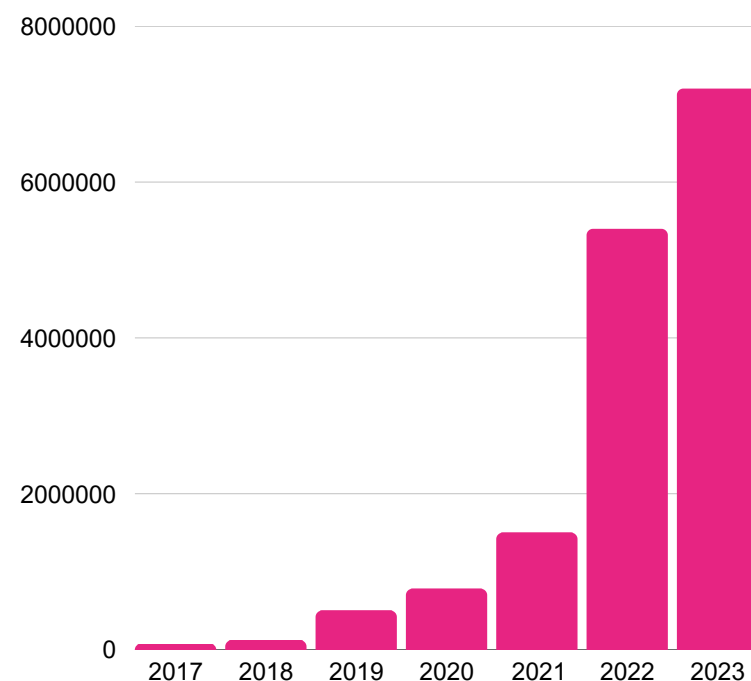


GUINNESS BOOK OF  
RECORD WORLD'S  
LARGEST BOTTLE OF  
WHISKY

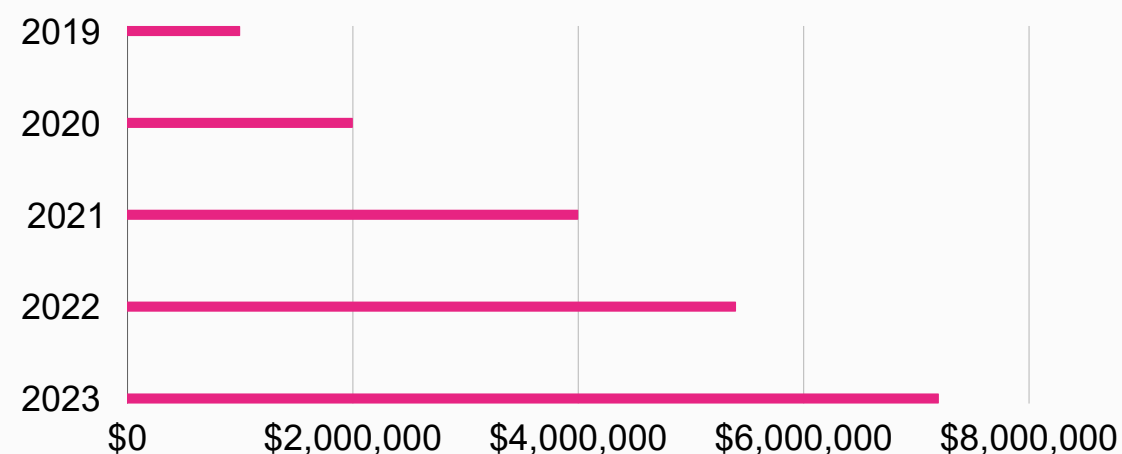


LYON & TURNBULL

## REVENUE USD



## ASSET VALUE



**\$70K**

**2017**



### Global Supply Chain

Established comprehensive structure spanning from production, to distribution of renowned whisky brands

**\$7.2M**

**2023**



### Trading Platform

Platinum Cask, established platform for cask investment and cask fraction trading, profits in excess of 100%



### UK Auction House

Whisky Bull Auctions is currently the UK's fastest growing whisky auction site, for whisky and related items



### Rare Whisky Collection

FMHG is currently creating the world's largest private Whisky collection to be traded on the open market



### 5 Whisky Distilleries

Initial IPO funds to establish first two distilleries of five planned Scotch Whisky production facilities



### Exclusive Bottles

Our focus includes strategic investments in whisky casks, and exclusive whisky bottle offerings,





Market Advantage: Outperforming Rivals: FMHG has consistently outperformed competitors by effectively cutting out intermediary components in the distribution chain.



The £20 GBP cask fraction starting price ensures that small investors can share the same return on investment, normally reserved for more sophisticated investors.



Male demographic aged 25+ in the USA, UK, and Asia, with mid to high disposable income, and an interest in tangible asset-backed investments.



FMHG boasts a thriving community of existing investors with 4000+ active members and a robust cask trading network with a database of nearly 100,000 members.



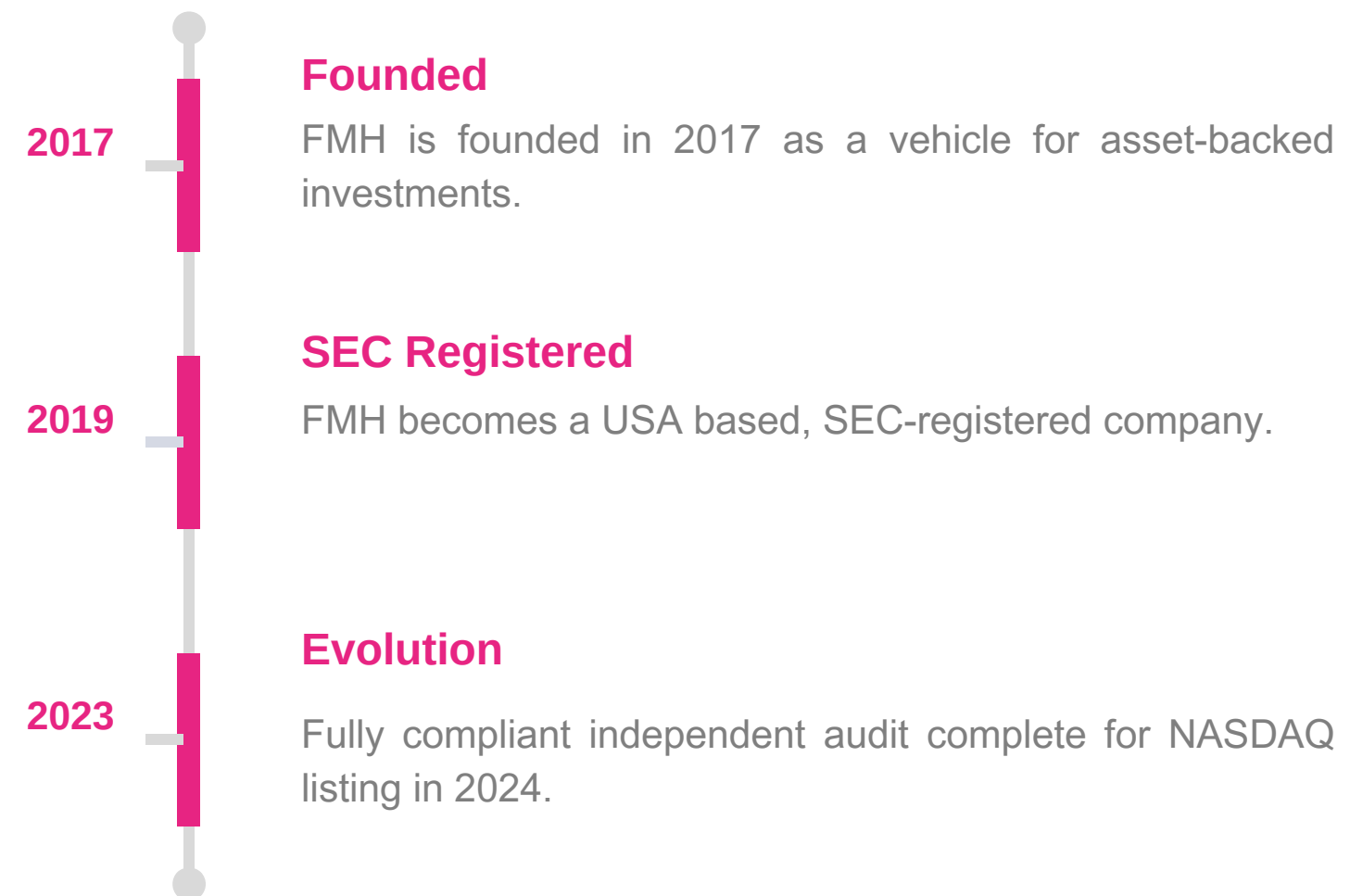
Platinum Cask produces single cask releases, emphasising boutique-sized, exclusive offerings to our members.



# COMPANY HISTORY

Founded in 2017, Fah Mai Holdings consists of three main entities.

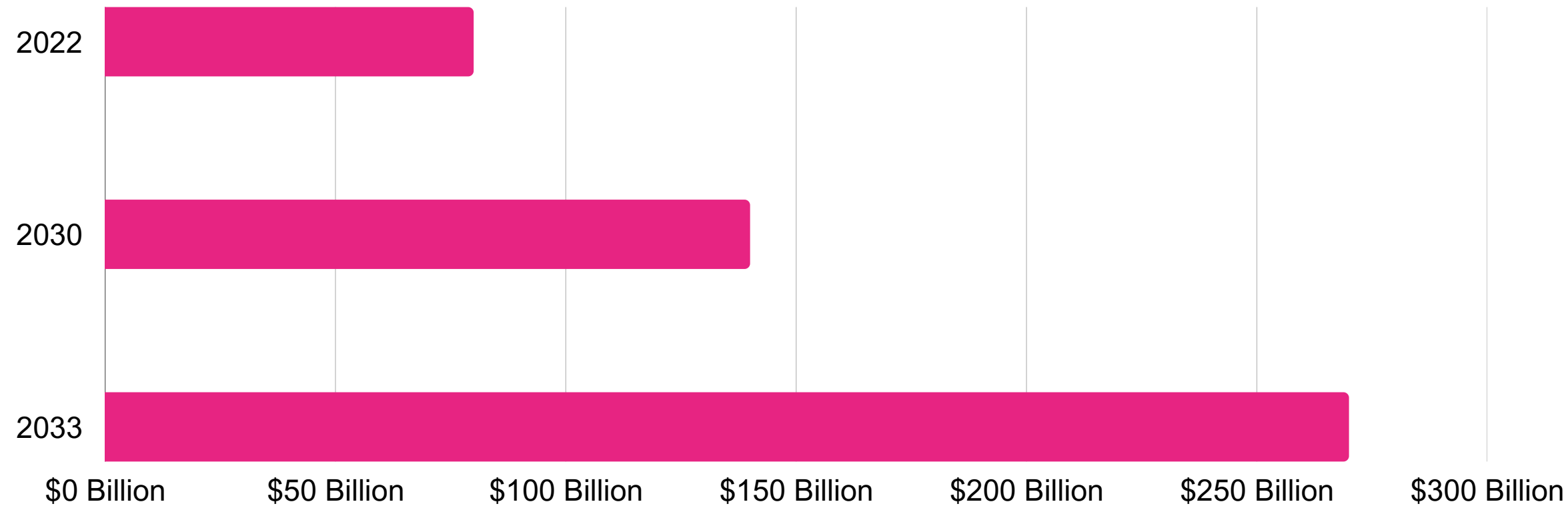
- Fah Mai Holdings - Parent Company
- Platinum Cask - Cask investment vehicle and trading platform
- Whisky Bull Auctions - UK Based whisky auction house







## MARKET OPPORTUNITY



The global whisky market, valued at over \$80 billion USD in 2022, is projected to exceed \$140 billion USD by 2030, with Future Market Insights (FMI) forecasting a remarkable value surpassing \$270 billion USD by 2033.



“No other asset class comes close to the 12-month or ten-year growth of the Knight Frank Rare Whisky Index, compiled for us by Rare Whisky 101, and which we use to track the price growth of investment-grade Scotch.”

### STRATEGIC POSITION

Fah Mai Holdings Ltd is strategically positioned to capitalise on this burgeoning market, with a specific focus on a target demographic that aligns with our unique offerings



The Global Whiskey Market Will Hit \$127 Billion By 2028



# BUSINESS MODEL

Fah Mai Holdings Ltd employs a diversified business model, capitalising on various revenue streams and strategic pricing strategies across its portfolio



50%+  
Year on Year Growth

# THAILAND SCOTCH WHISKY IMPORT

With one head office in Thailand, we import Scotch whisky to Thailand, with plans for expansion to other countries

30+  
Staff Globally

Strong client base across Asia, UK, Europe and Australia, with offices in Thailand, UK, and USA

200,000+ Active Users

Fah Mai Holdings' brands maintain a strong social media presence with consistent engagement across social media channels



20%  
commission from profit  
from whole cask and fractional  
cask trading  
Platinum Cask Platform

## BULK CASK TRADING

Facilitation of bulk cask transactions through exclusive network with 20% brokerage fees taken from profit

SUPPLY CHAIN  
Managing a comprehensive global supply chain for whisky brands and spirits.



WHISKY BULL AUCTIONS



Cask and bottle auctions  
Auction of whisky casks and exclusive bottles

No Fees  
Fastest growing whisky auction site in the UK

78 PLATINUM CASK

Whole cask sales  
Managed and insured whole cask sales

Fractional Investment  
Starting with a low entry point of £20 GBP







UK Company number: 10817925

Duty Representative Number:  
2810214420002

Excise ID: GBOG281021400

HMRC EORI Number: GB281021442000

VAT Registration Number: 281021442

Excise ID: GBDR281021400

AWRS Unique Reference Number  
(URN): XFAW00000117099

SIC Code: 47250

# Bulk Spirit Trade



In the UK there is a requirement for different types of licensing in order to trade and manage alcohol under the governance of HRMC



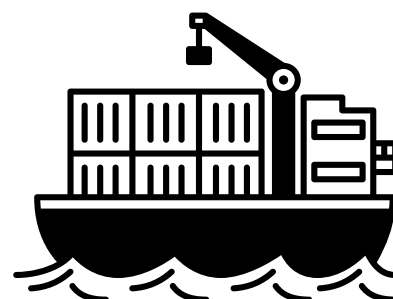
HM revenue and  
Customs



Personal License  
This is required in order to  
acquire any premises licenses



Premises License  
Allows trade from a premises  
such as a public house or a shop



Bulk Spirit Importer  
Trade from the UK to other  
countries. Each country must  
be individually assigned



AWRS - Alcohol Wholesaler  
Registration Scheme  
Trade From B2B



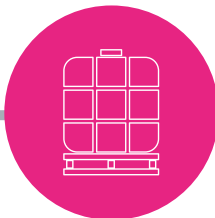
WOWGR, Warehouse  
Keepers and Owners of  
Warehoused Goods  
Regulations

# BULK SPIRIT TRADE



## TANKERS

Tankers of spirit we buy directly from distilleries



## IBC 1,000L

Used for smaller amounts of spirit, usually older, or for transporting expensive liquid separate from its cask



## CASKS

Butt - 500L | Hogshead - 250L  
Barrique - 225L | Barrel - 200L  
Quarter Cask - 125L | Firkin - 40L



## CONTAINERS OF BOTTLES

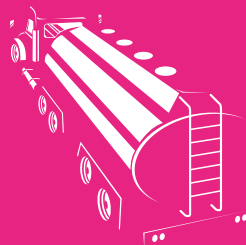
Large volumes of bottles spirit

## THE PROCESS

NOMINALLY A 5 MONTH TIME FRAME



PURCHASE SPIRIT AND  
CHOOSE WOOD



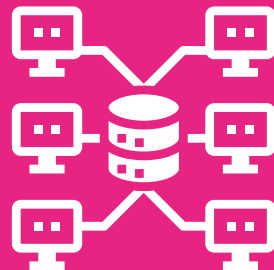
TRANSPORT TO  
WAREHOUSE FOR  
FILLING



FILL THE CASK

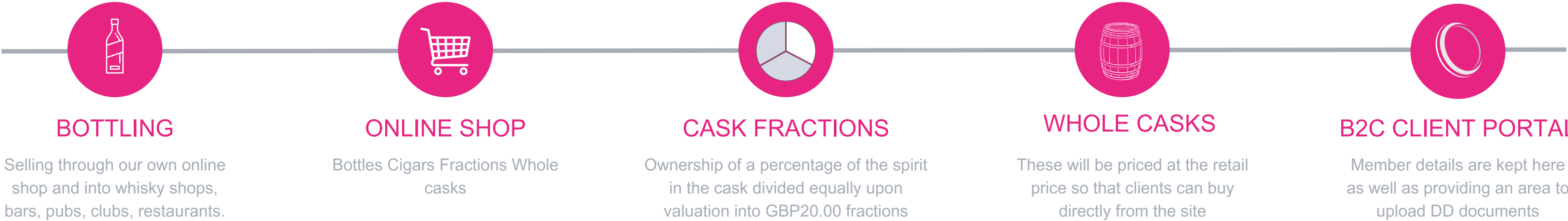


OBTAIN CASK DETAILS  
AND CREATE PRICING



ENTER DETAILS INTO  
DATABASE





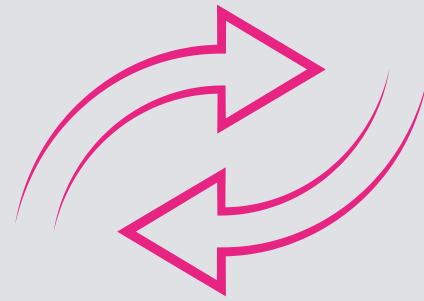
**PLATINUM CASK IS OUR BOTTLING BRAND, ONLINE SHOP, AND FRACTIONAL/WHOLE CASK TRADING PLATFORM. IT ALSO ACTS AS OUR B2C CLIENT PORTAL**



THE ORIGINAL CASK INVESTMENT  
COMPANY



ELEVATED POSITION IN  
THE SPIRITS INDUSTRY



SWAP SPIRIT WITH OTHER  
PRODUCERS

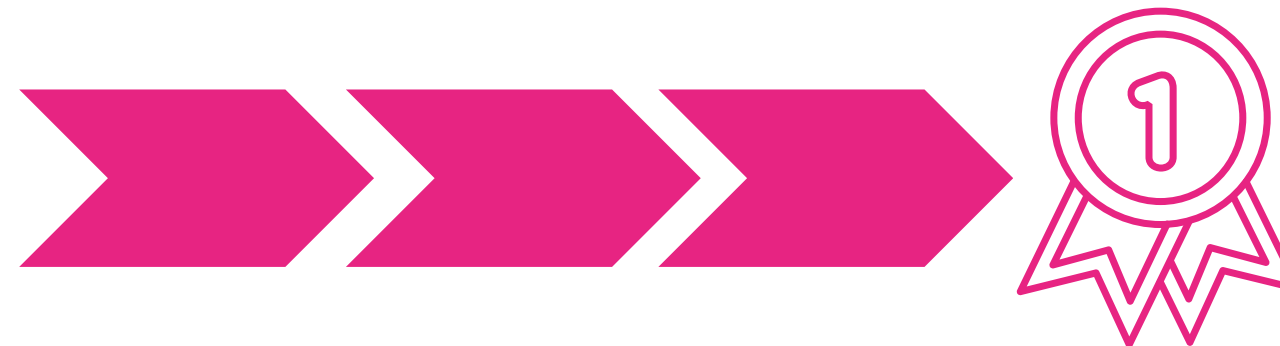


CAPTURE MARGIN FROM  
PRODUCTION TO RETAIL



LONG TERM GOALS AND  
PIONEERING SPIRIT

The long term goal for the production facilities is on top of having their own single malt whisky expressions that we can pioneer a new kind of blend, a world whisky blend that is incredibly flavoured and complex due to it's components and branded to attract the new generation of whisky drinkers and knock Johnnie Walker off the blend top spot



*Scotland*



*USA*



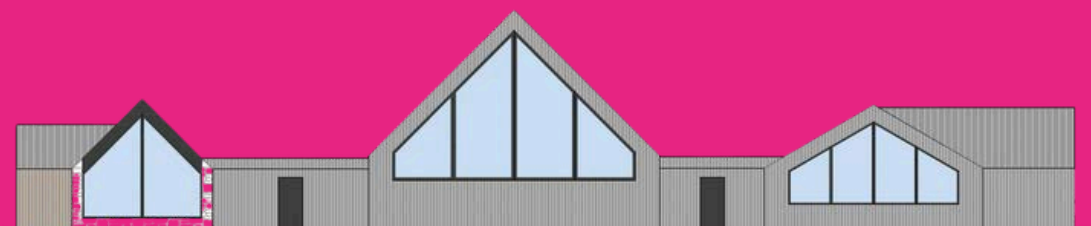
*England*



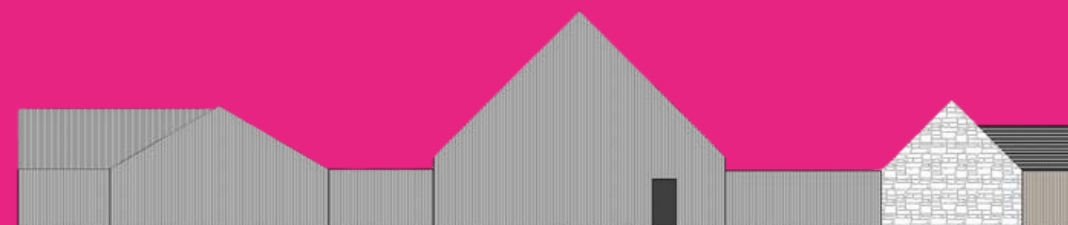
*Australia*



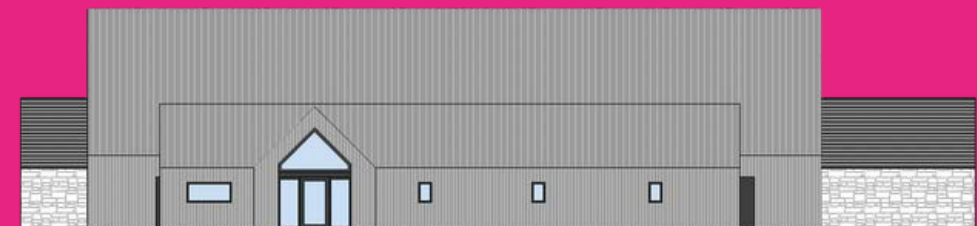
*Thailand*



South Elevation



North Elevation



East Elevation



West Elevation

grant and  
goeghegan

planning, development and  
architectural consultants

T:01343 556644

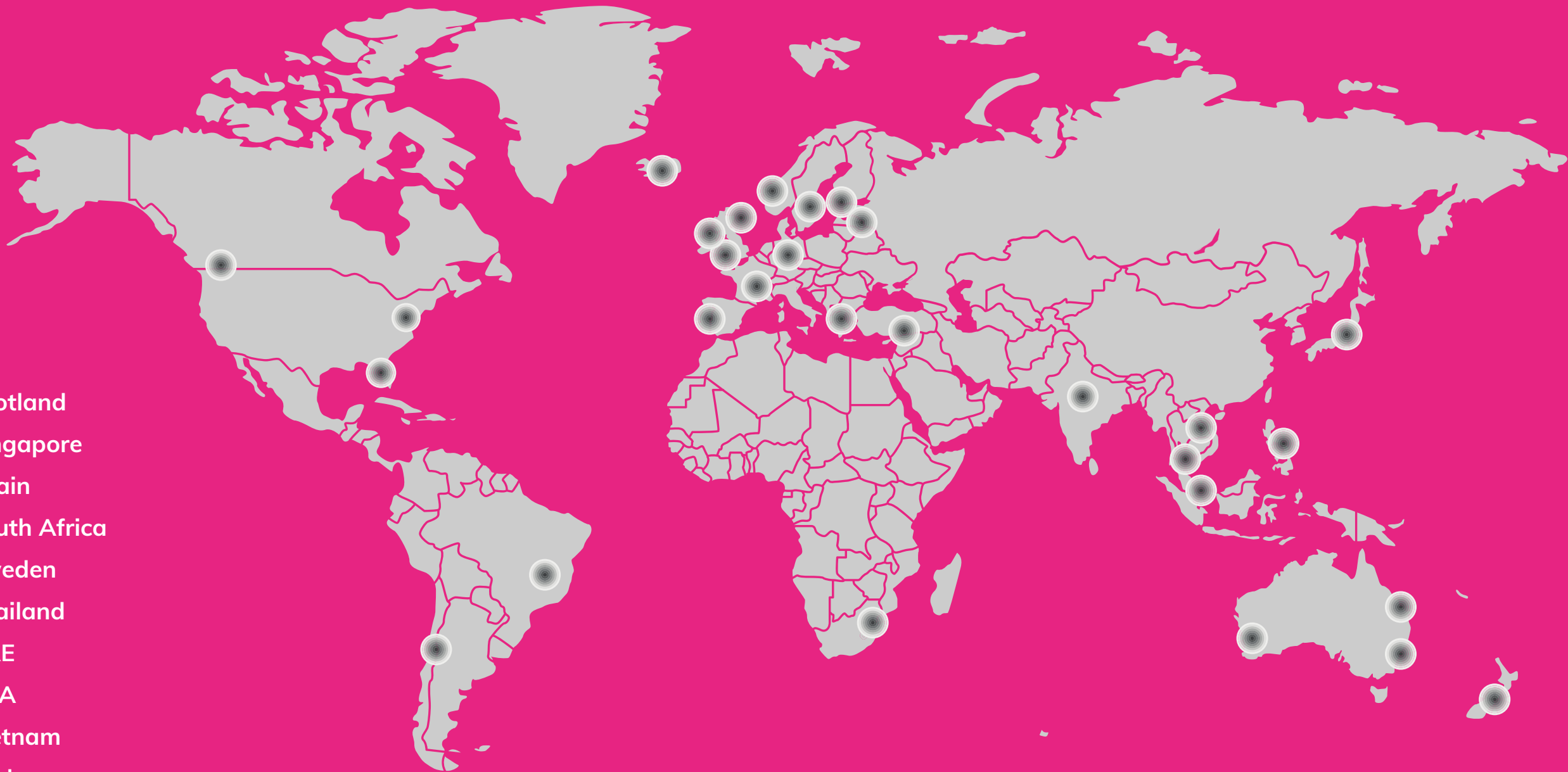
E:enquiries@ggmail.co.uk



# World Map



- |           |             |              |
|-----------|-------------|--------------|
| Argentina | Iceland     | Scotland     |
| Australia | Ireland     | Singapore    |
| Belgium   | India       | Spain        |
| Brazil    | Israel      | South Africa |
| Canada    | Netherlands | Sweden       |
| Denmark   | Japan       | Thailand     |
| England   | Latvia      | UAE          |
| Finland   | Malaysia    | USA          |
| France    | New Zealand | Vietnam      |
| Germany   | N. Ireland  | Wales        |



# FINANCIAL OVERVIEW



2017



2023



2017  
Assets -  
Revenue - \$70,000



2018  
Assets -  
Revenue - \$120,000



2019  
Assets - \$1,000,000  
Revenue - \$500,000



2020  
Assets - \$2,000,000  
Revenue - \$780,000

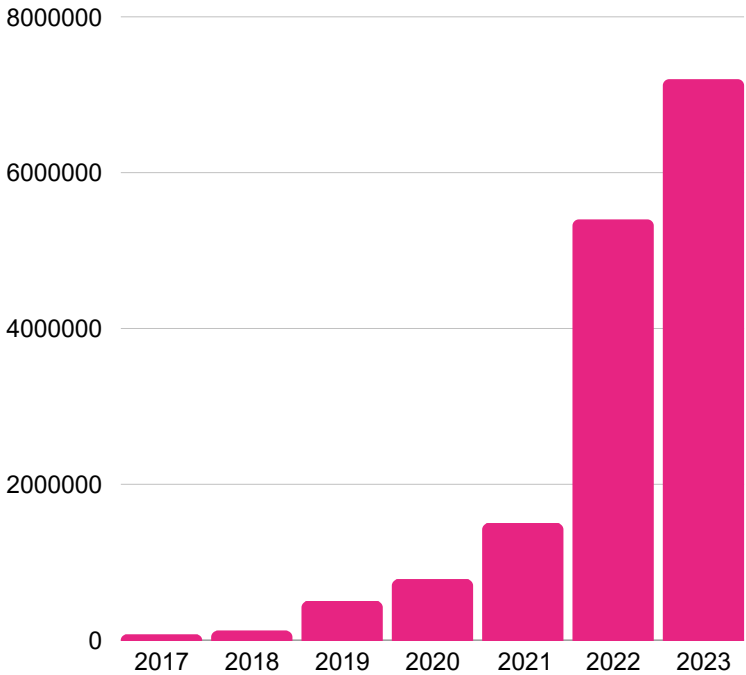


2021  
Assets - \$4,000,000  
Revenue - \$1,200,000

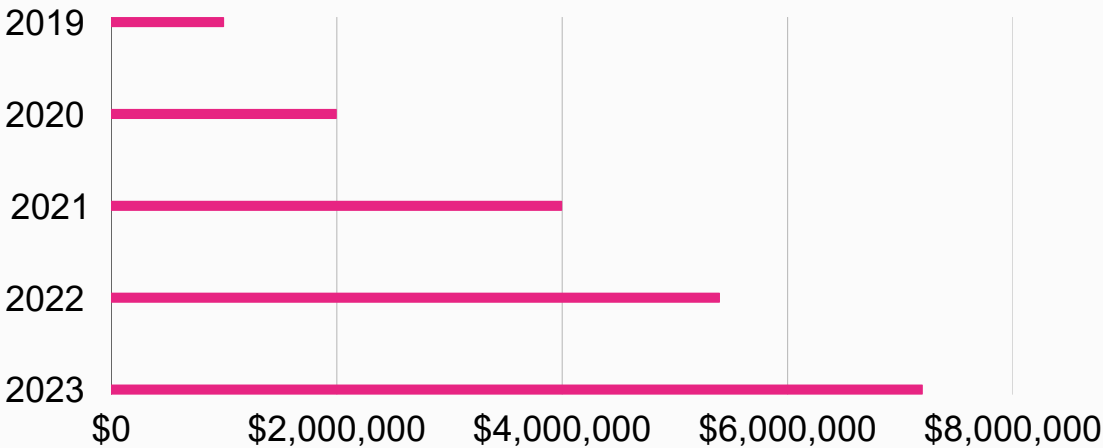


2022  
Assets - \$5,400,000  
Revenue - \$5,400,000

## REVENUE USD

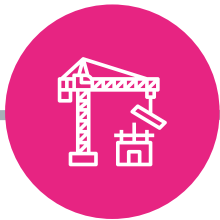


## ASSET VALUE





# GROWTH STRATEGY



## DISTILLERY CONSTRUCTION

Utilising IPO funds to construct five whisky distilleries, fostering increased production capacity and product diversity



## WHISKY PRODUCTION

Establishing our own production of single malt Scotch whisky, as a high-quality and exclusive offering



## PRIVATE MEMBERS CLUBS

Developing private members clubs to enhance distribution channels and expand our investor and member base



## PUBLISHING HOUSE

Publishing high end lifestyle magazines to foster collaboration and controlling the narrative

Fah Mai Holdings Ltd is poised for significant expansion, with a primary focus on building five whisky distilleries using funds from the upcoming IPO to finance construction. The first projects in Cape Wrath, Scotland, and Chiang Mai, Thailand, mark the beginning of our journey toward producing our own single malt Scotch whisky.

### Product Diversification

Building additional distilleries enables Fah Mai Holdings Ltd to diversify its product range and meet the growing demand for premium Scotch whisky globally.

### Vertical Integration

In-house production enhances control over the production process, ensuring quality and consistency in our offerings.

### Global Presence

International private members clubs serve as strategic hubs for distribution, networking, and investor engagement. WE effectively cut out the middle man and command all of the profit.

### Sustainable Business

Encompassing all facets of whisky production, from the making of spirit all the way to sales of our own whisky, and a global comprehensive supply chain for established whisky brands and spirits.

### Demand

Demand for whisky currently outstrips the supply. We can create value in aged cask and create supply 95% of all Scotch is under 18 years old, therefore increasing value dramatically. 24 million barrels being aged at any one time.

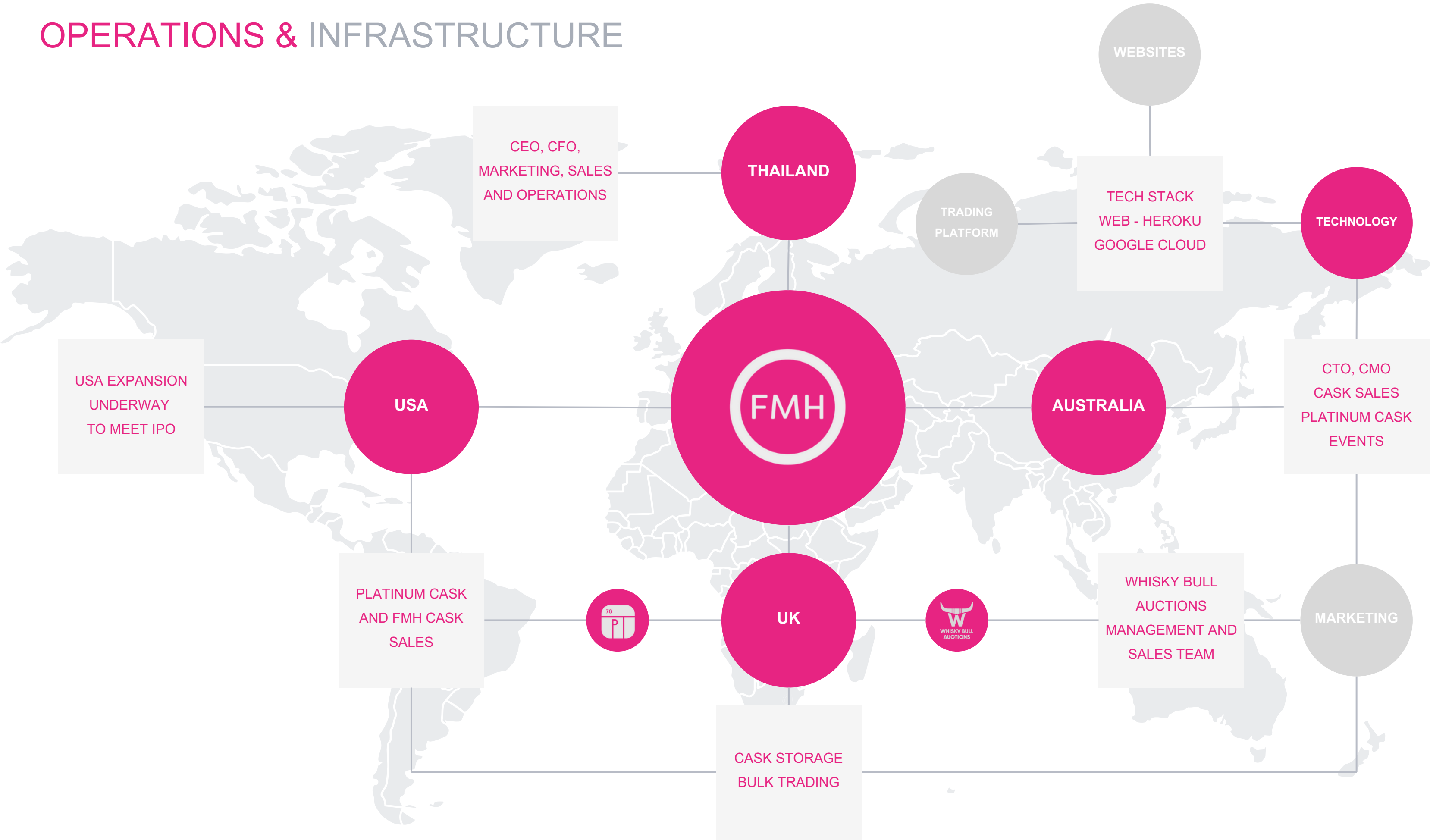
### Market Supply

We sell 50% of all whisky we produce from day 1. We will save the best for ourselves. Currently, 75% of all whisky is Johnny Walker, we aim to supply the base spirit market as demand increases.

### Publishing

We have already established Platinum World as a lifestyle magazine for luxury goods and lifestyle content, seamlessly integrating whisky and investment articles with desirable luxury brands, controlling the narrative and elevating our brand.

# OPERATIONS & INFRASTRUCTURE





## TEAM LEADERSHIP



## COMPANY FOUNDER

**Louis Haseman**

**CEO**

Fah Mai Holdings Ltd boasts a dynamic leadership team with diverse expertise and a shared commitment to the company's vision.

Louis Haseman has over two decades of entrepreneurial experience, having built multiple businesses globally, and a personal focus on the whisky trade, boasting a world-class whisky collection, which he has diligently built, as a robust investment strategy.

Louis' vision is ambitious and practical, built upon decades of experience and a network of robust partnerships and pragmatic outcomes.

Louis brings a decade of experience in collecting and trading rare whisky. His visionary leadership has been instrumental in shaping the company's strategic direction. Louis has built several global businesses and curated a world-class rare whisky collection.





# CORPORATE SOCIAL RESPONSIBILITY

## COMMUNITY ENGAGEMENT

Collaborations with Like-Minded Brands: Fah Mai Holdings Ltd actively collaborates with like-minded brands to strengthen community ties and foster shared values

## CULTURE AND SUSTAINABILITY

Embracing a flexible remote working culture to enhance work-life balance for our team members, and engage with our clients across our global network

## EFFICIENT OFFICE SPACES

Maintaining small and efficient office spaces to optimise resource utilisation, reduce our carbon footprint, and encourage collaboration

## CLOUD BASED

Hyper-converged infrastructure, cloud, and virtual-based systems to minimise hardware and material consumption.

Building better business for a brighter tomorrow

## THE HOPE FUND

Fah Mai Holdings Ltd is committed to making a positive impact beyond the business realm, exemplified by Louis Haseman's dedication to social and welfare projects through the Hope Fund. All of our staff actively contribute to assisting young orphans, through direct action, empowering them to establish meaningful and purposeful lives.

# IPO ON BOARD



## SIGN NDA

Potential Shareholder is sent NDA to sign prior to sending sensitive company information.



## BROCHURES

After signing NDA, potential shareholders are sent company brochures.



## IPO INFO PACK

Detailing timeline, underwriter details and profile, financial reports, and projections.



## FINANCIAL COMMITMENT

The amount of financial commitment is decided through diligent negotiations.



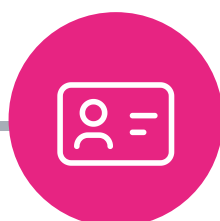
## HANDSHAKE

Confirmation of deal and request for ID and all required documents.



## PERSONAL INFO

DOB, Address, phone number and email collected for legal and communication purposes.



## ID CONFIRMATION

Confirmation checks of all identity documents carried out.



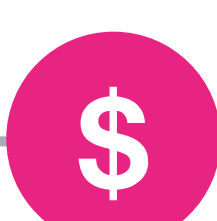
## KYC/ AML CHECK

Due diligence checks are undertaken to ascertain customer character.



## LEGAL DOCUMENTS

Populated legal documents issued. NDA, OCD, REG-S subscription and account form.



## CUSTOMER PAYS

The Payment transfer is made and the receipt is issued to the customer.



## ALLOTMENT OF SHARES

Shares allotted to customer in the share pool



## SHARE CERTIFICATE

A share certificate is issued with respect to the number of shares, and account is opened.



## IPO DETAILS

Our strategic allocations signify FMHG's commitment to establishing a robust infrastructure, expanding production capabilities, and reinforcing our position as a key player in the whisky industry.



Comprehensive branding and marketing strategies for new distilleries



**\$1.8M**

**Branding and Marketing**  
**16.7%**

**OPEX Year 1**  
**4.6%**

**Distillery 1 CAPEX**  
**32.4%**



**\$3.5M**

First Year (\$10.8 Million):  
Scotland Distillery:  
Allocating \$4 million to establish the first distillery in Scotland, laying the foundation for premium Scotch whisky production.

Acquiring land assets to strengthen the company's portfolio and build the distilleries.



**\$1M**

**Land aquisition**  
**9.3%**

Staffing and Operations:  
Allocating resources to enhance staffing, operational efficiency, and infrastructure.  
Asset Procurement:



**\$0.5M**

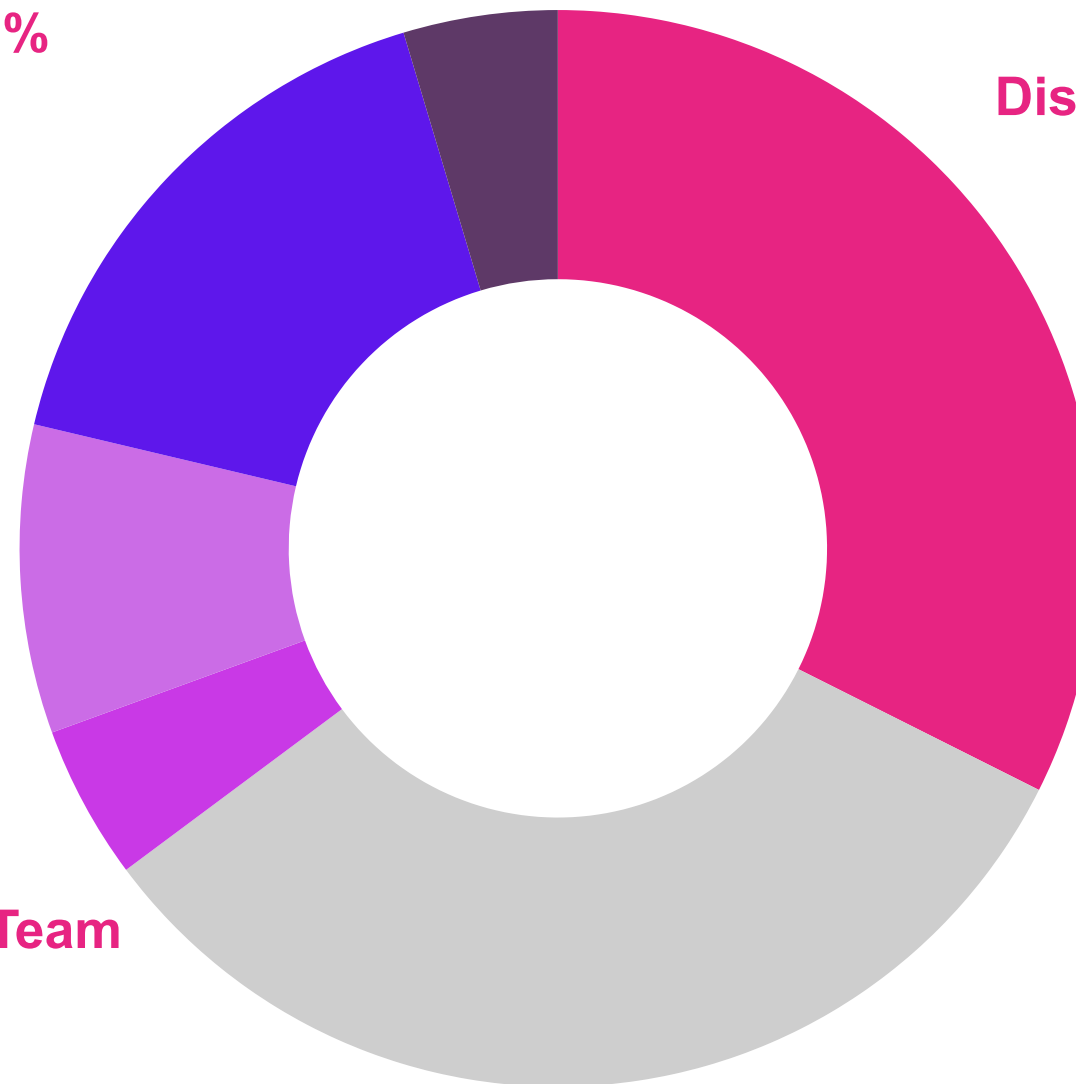
**Distillery Production Team**  
**4.6%**

**Distillery 2 CAPEX**  
**32.4%**



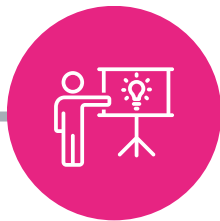
**\$3.5M**

Additional Distillery:  
Utilising \$4M in funds to construct a second distillery, expanding production capabilities.





# CASK OFFER



## PITCH CASK OWNERSHIP

Call or meet with customer to discuss cask ownership and technical benefits.



## SEND BROCHURES

Send customer brochures to reinforce data and allow time to digest.



## ALLOCATION CALL

Discuss portfolio options, single or multiple casks, and term of investment.



## ACCOUNT FORM

Send account opening form to customer.



## PURCHASE AGREEMENT

Finalise purchase agreement details for single or multiple casks.



## INVOICE

Invoice issued to customer for relevant casks.



## CUSTOMER PAYS

The Payment transfer is made and the cask is transferred to customer ownership.



## ISSUE RECIEPT

A receipt is issued to the customer as soon as payment is recieved.



## CASK CERTIFICATE

A cask certificate is issued with respect to the casks purchased.



## ACCOUNT OPEN

Platinum Cask account is opened in customer's name.



## NURTURE DATABASE

The customer is added to the nurture database to receive updates and offers.



## ECOSYSTEM

Customer becomes part of newsletter and member's ecosystem.



# S.W.O.T ANALYSIS



Building on Experience

## STRENGTH

### 01. EXPERT LEADERSHIP

Founded by Louis Haseman, who brings a decade of experience in collecting and trading rare whisky, providing strong industry expertise.

### 02. DIVERSIFIED REVENUE STREAMS

Fah Mai Holdings has multiple revenue streams, including bulk cask trading, supply chain management, importing Scotch to Thailand, cask auctions, and fractional cask investment, ensuring financial resilience and flexibility.

### 03. GLOBAL PRESENCE

With sales teams managed globally and a team covering major time zones, the company is extremely well-positioned for international success.

### 04. INNOVATIVE TECHNOLOGY INFRASTRUCTURE

Utilising advanced technology infrastructure with a cloud-based system, hyper-converged infrastructure, and virtual systems, ensuring scalability and efficiency.

Situational Awareness

## WEAKNESS

### 01. REGULATORY VARIATIONS

Regulations governing the whisky industry vary globally. Mitigation: Constant monitoring and adaptation to comply with diverse global regulations. This risk is tempered by the industry's historical ability to navigate regulatory challenges.

### 03. DEPENDENCE ON LUXURY MARKET

Focus on luxury goods, particularly in the whisky market, could be a potential weakness. Mitigation: strategies to diversify its product offerings to cater to various market segments

### 02. SUPPLY CHAIN RISKS

Whisky supplies, particularly for Scotch, may face shortages. Mitigation: Supply shortages can enhance the value of investments, creating potential opportunities for increased returns

### 04. SINGULAR LEADERSHIP

Single point of leadership dependency may pose challenges in terms of decision-making and strategic direction Mitigation: focus on robust succession planning and leadership development programs. Identifying and grooming potential leaders within the organisation.







# S.W.O.T ANALYSIS



Gaining The Advantage

## OPPORTUNITIES

- 01. EXPANSION AND DISTILLERY CONSTRUCTION**

Planned expansion with funds from the IPO to build five whisky distilleries, including the first one in Scotland. This presents an opportunity to establish a significant presence in the whisky production market.
- 02. GLOBAL MARKET GROWTH**

The global whisky market is projected to continue to grow, presenting opportunities for Fah Mai Holdings to capitalise on increasing demand, especially in the luxury asset class.
- 03. BRAND COLLABORATION**

Evolving collaboration with like-minded brands and curating local events presents opportunities for community engagement and brand building.
- 04. CORPORATE SOCIAL RESPONSIBILITY**

Actively contributing to social and welfare projects in our local communities, and engaging in progressive work practices, further, showcasing a commitment to social responsibility.

# S.W.O.T ANALYSIS



Remaining Vigilant

## THREATS

### 01. INCREASING COMPETITION

The whisky investment landscape is becoming more competitive with the rise of investment firms. Mitigation: FMHG remains poised for success through its unique offerings, strategic positioning, and commitment to quality.

### 03. ECONOMIC DOWNTURNS

The whisky market may experience downturns, impacting the demand for luxury goods. Mitigation: Whisky remains resilient even in times of weakened demand for luxury goods, historically, continuing to demonstrate its resilience as a top-performing luxury asset class.

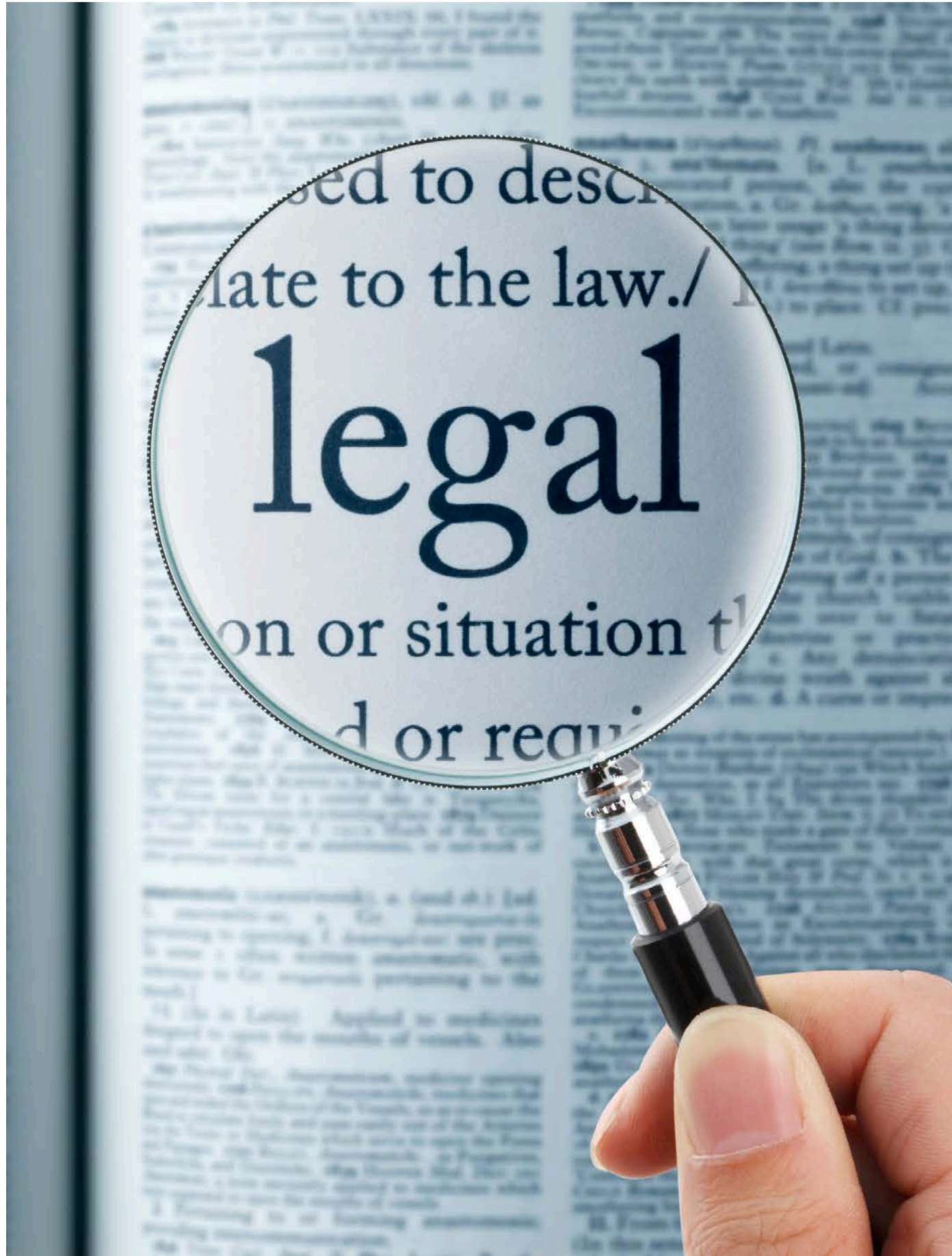
### 02. COMMUNICATION CHALLENGES

Electronic outages may present challenges in global communication, especially with international teams. Mitigation: While these theoretical, potential communication issues exist, they also offer security in divested team assets.

### 04. PRICING

Pricing variations within the industry, from brokerage costs to variations in value due to market climate and supply. Mitigation: Investing in a diversified range of well-chosen assets, continually maintaining high-value investments, and being agile within the market will maintain our price advantage and value proposition.





# LEGAL COMPLIANCE

FMHG has undergone a successful audit for listing on a major international exchange conducted by a reputable audit firm

This stringent auditing process ensures transparency, financial soundness, and adherence to regulatory standards, reflecting the company's commitment to the highest levels of corporate governance.



Excise ID

GBOG281021400

(Warehousekeepers and Owners of Warehoused Goods Regulations) license. This license underscores our compliance with industry regulations, further enhancing the trust and confidence of our stakeholders.





## DIGITAL PRESENCE



### Our Platforms

Our multi-faceted business model works across several websites and digital platforms, encompassing a vast social media network, active social engagement, and independent websites to service each component of our client base.

[Visit Websites](#)





## INVESTOR OPPORTUNITY

# 300

We are nearing our goal of 300 shareholders for the NASDAQ listing, with 274 shareholders currently on board, this leaves an outstanding opportunity for an additional 26 shareholders to join us. Although achieving the full 300 shareholders is not a strict requirement, as Boustead Securities is prepared to cover any remaining share allocations, reaching this milestone would afford FMH added control over post-IPO value management.

# \$500K

To incentivize substantial contributions, we are offering a discounted rate on the current share price for any investment of USD500K or more in a single transaction.

**This is an exceptional opportunity to join FMH at a pivotal moment and position yourself for growth alongside our strategic plans for post-IPO success.**

### Investment Highlights

**\$0.43 USD**  
Pre-IPO Stock Price

**\$4.00 USD**  
NASDAQ Listing Target Price

### Structured Exit Strategy



While we do not enforce or influence shareholder trading decisions, we suggest a structured exit approach to support market stability and shareholder returns.

- **12 Months**  
An initial 10% sale by shareholders.
- **Capital Raise**  
A subsequent capital raise facilitated by Boustead Securities.
- **18 Months**  
A second 10% sale, with both sales occurring within an 18-month timeframe.



# THANK YOU

Address :

UK No. 4 Davis Way, Fareham,  
Hampshire, PO141JF, United  
Kingdom

[www.fahmaiholdings.com](http://www.fahmaiholdings.com)

UK +44 (0) 20 4552 4713

Thailand +66 (0)2 107 1047

USA +1 (323) 977 2843