



*Exponential*  
GENESIS FUND



## ABOUT THE FUND MANAGER

Exponential Asset Management is a Mauritius Licensed & Regulated Fund Management and Financial Services company that engages in Advisory-Based Financial Transactions on behalf of Individual and Corporate Investors.

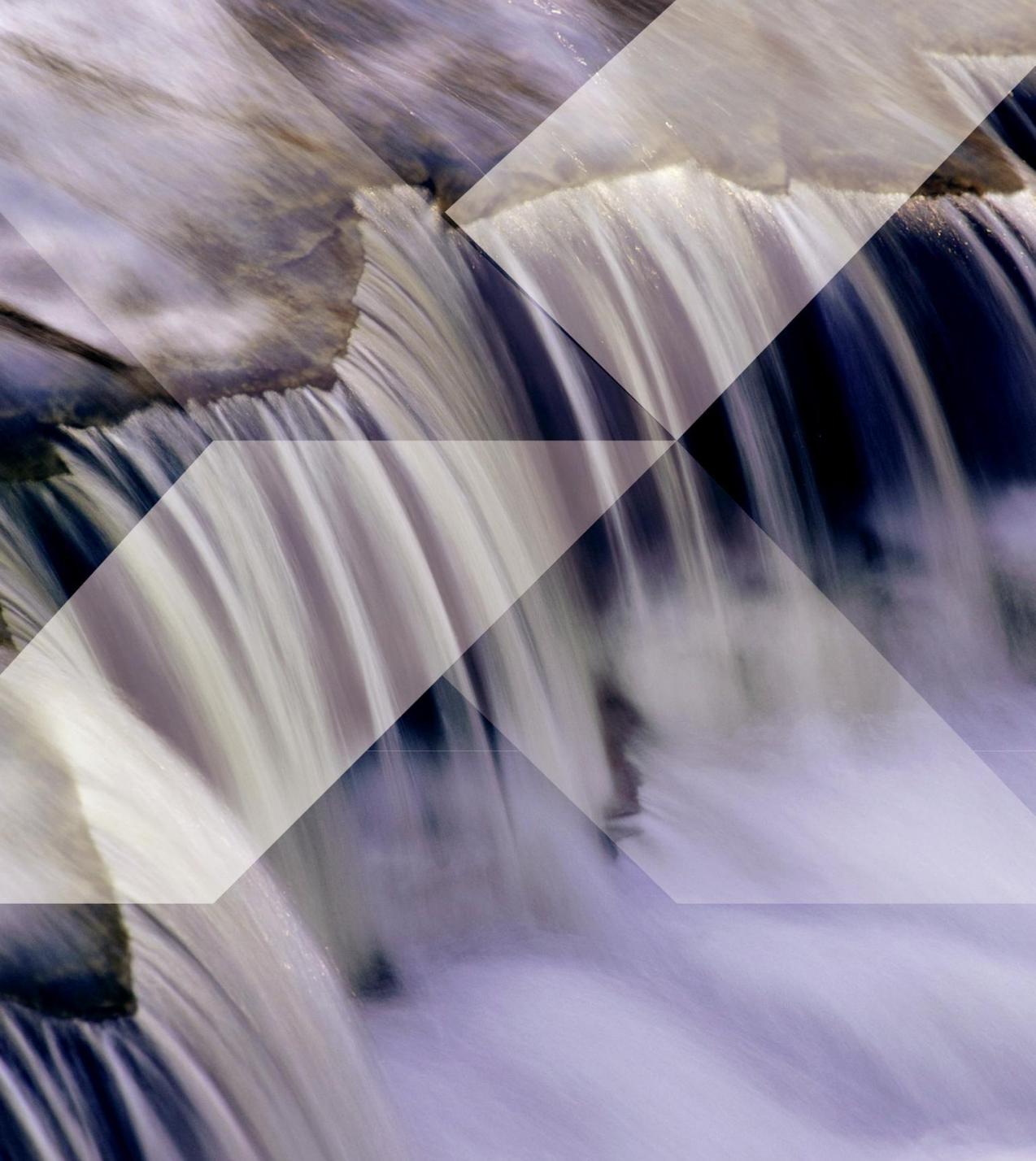
We successfully manage investments and grow and preserve our clients' wealth by drawing on the expertise of our executive team.

The principles that form the cornerstones of our business are to provide our clients with personal service, focus on long-term success, and to build relationships based on trust. This results in meaningful and lasting partnerships with our clients.

Exponential is Privately owned and fully Independent. We are proud of our independence and the ability it gives us to create successful partnerships and to do business in a way that best suits our clients

The wider Exponential group has affiliate offices in the United Kingdom, Dubai and Malaysia.

***Creating and preserving wealth for future generations is a different journey for each client***



## ABOUT THE GENESIS FUND

The Exponential "Genesis" Fund is Mauritius Regulated Closed End, Private Equity Fund, Investing in a Wide Spectrum of Global Start Up, Early Stage & Growth Companies.

The Genesis Fund intends to achieve its objective by following a trading strategy based on (but not limited to)

- \* Seed Financing and Mentoring of Global Start Up Companies,
- \* Investment in Early Stage and Growth Companies,
- \* additional Private Equity & Venture Capital Investments,
- \* pre-IPO (Initial Public Offering) and IPO Investments.

The Exit strategy will be via a Private sale or Public Listing of these companies.

### **Targeted Returns**

The Fund offers the opportunity to invest in a globally diversified portfolio of Start up Private Equity Company opportunities and related Investments.

The risk reward ratios of such an investment are extremely high.

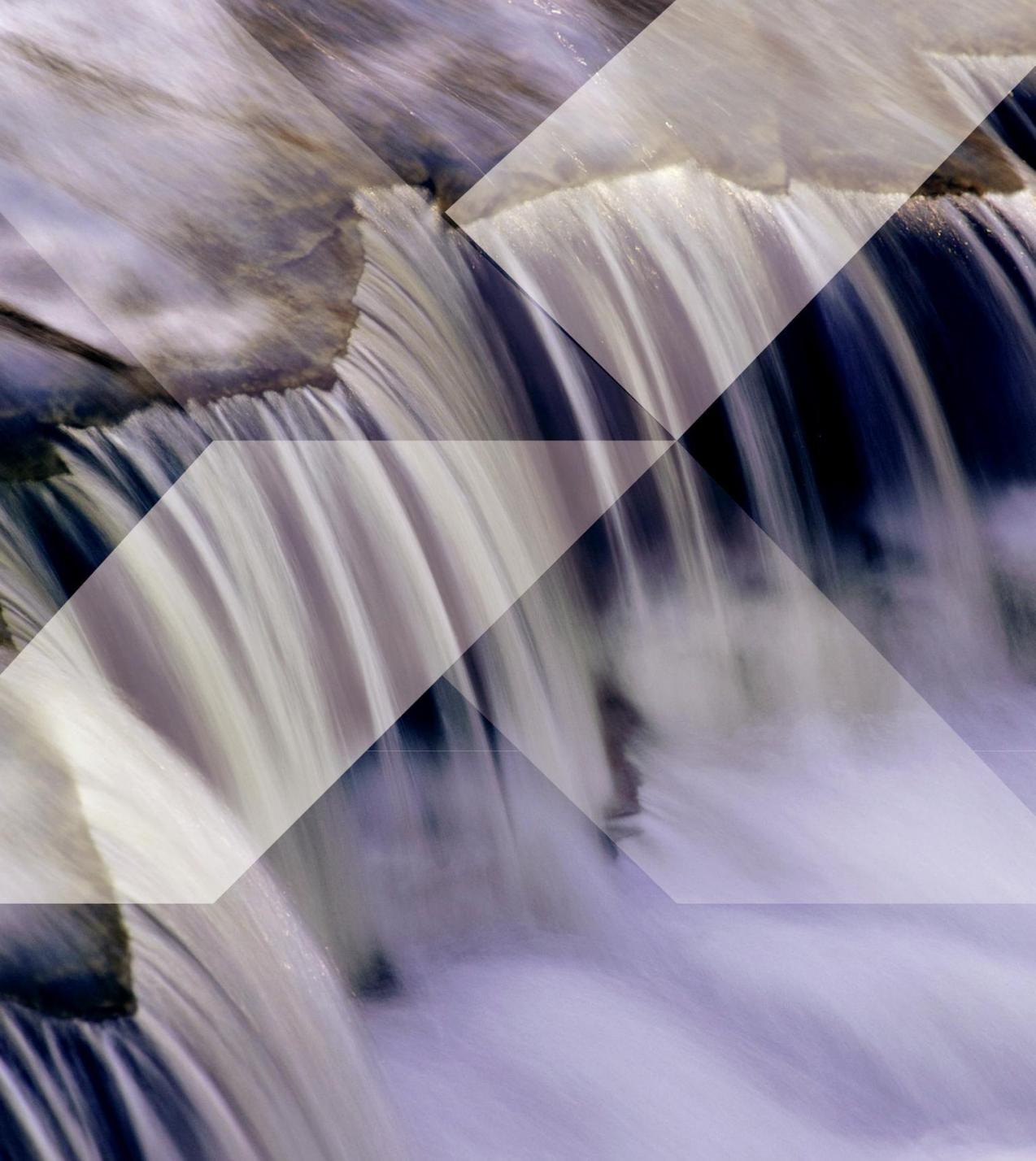
### **Investor Profile – Warning**

The Fund is best suited for Sophisticated and High Net Worth Individual and Institutional Investors who are willing to tolerate a high level of risk of their capital, with a view of substantially increasing the value of their investment. With a long-term Investment horizon of up to 10 years

A background image of a waterfall with a long exposure, creating a blurred, silky effect. The image is overlaid with several semi-transparent geometric shapes: a large circle on the right side and several overlapping triangles in shades of purple, blue, and white. The text is centered within the white circle.

PRIVATE EQUITY  
VENTURE CAPITAL  
SEED INVESTMENT  
PRE IPOs & IPOs

---



## WHAT IS PRIVATE EQUITY AND WHY IT SHOULD FORM PART OF AN INVESTORS PORTFOLIO?

Private equity is medium to long-term finance provided in return for an equity stake in potentially high-growth unquoted companies.

Private equity investments typically support management buyouts and managing buy-ins in mature companies, as opposed to venture capital which provides funding for early-stage and younger companies

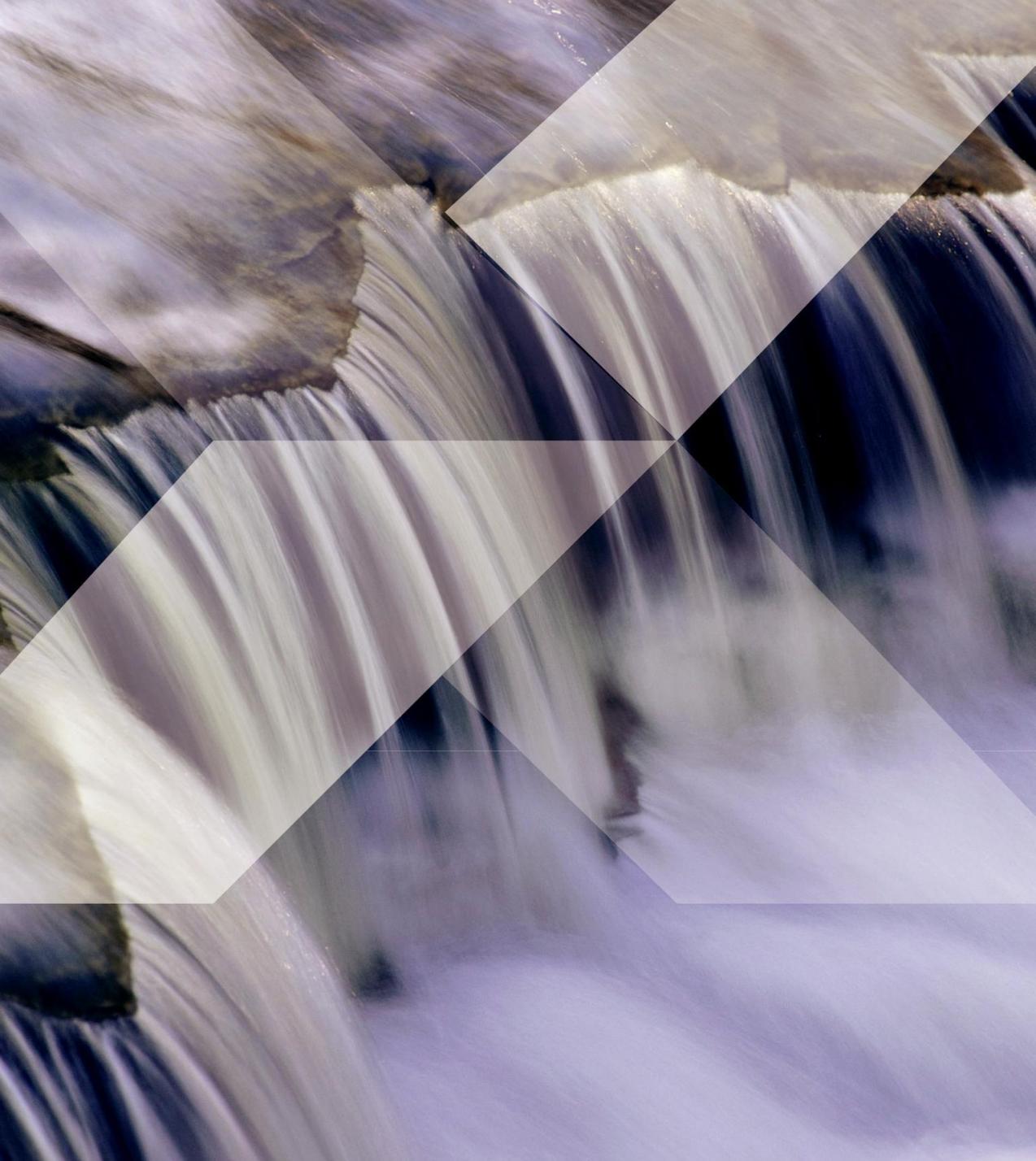
As a model private equity is a proven driver of sustainable business growth. This is achieved through operational expertise, sound management and, importantly, through the close working relationship between the private equity backer and the company management team.

In contrast with publicly-listed companies, which can often have thousands of shareholders, private equity managers work alongside the management team to enhance the running of the business. This governance structure leads to much shorter lines of communication between manager and investor, ensuring constant engagement between the two.

This 'active ownership' approach means the private equity manager will work alongside the company management team to enhance the value in the business. This can involve all areas of operation, from the top-line growth, efficiency savings, cash generation and procurement, to supply-chains, marketing and sales, improving reporting and human resources.

Such an approach becomes self-perpetuating and ingrained within the company, ensuring that the business remains committed to creating value and increasing growth even after the private equity firm has sold its stake.

Private equity firms will typically look to hold investments for between four and seven years, at which time they will look to sell, or 'exit', their stake, either on the stock market, to a corporate buyer or to another investor.



## WHAT IS SEED INVESTMENT CAPITAL?

Seed money, sometimes known as seed funding or seed capital, is a form of securities offering in which an investor invests capital in exchange for an equity stake in the company.

The term seed suggests that this is a very early investment, meant to support the business until it can generate cash of its own, or until it is ready for further investments.

Seed money options include Friends and Family Funding, Angel Funding, and Crowdfunding. Investors can also be Outside Angel Investors, Venture Capitalists, Accredited Investors, Equity Crowdfunding Investors or Government Programs.

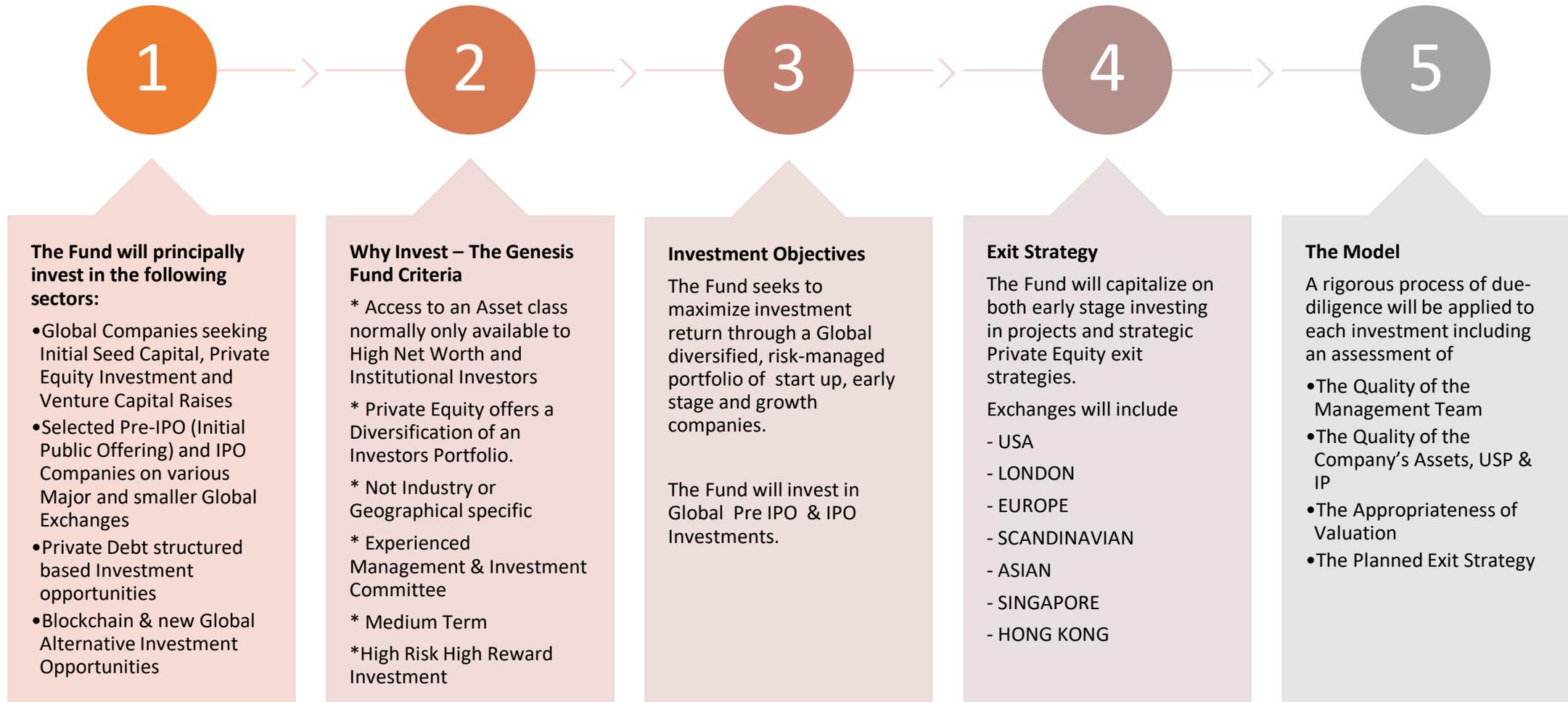
## TYPES OF EARLY STAGE FUNDING

Seed capital can be distinguished from venture capital in that venture capital investments tend to come from institutional investors, involve significantly more money, are arm's length transactions, and involve much greater complexity in the contracts and corporate structure accompanying the investment.

Seed funding involves a higher risk than normal venture capital funding since the investor does not see any existing projects to evaluate for funding. Hence, the investments made are usually lower (in the tens of thousands to the hundreds of thousands of dollars range) as against normal venture capital investment (in the hundreds of thousands to the millions of dollars range), for similar levels of stake in the company.

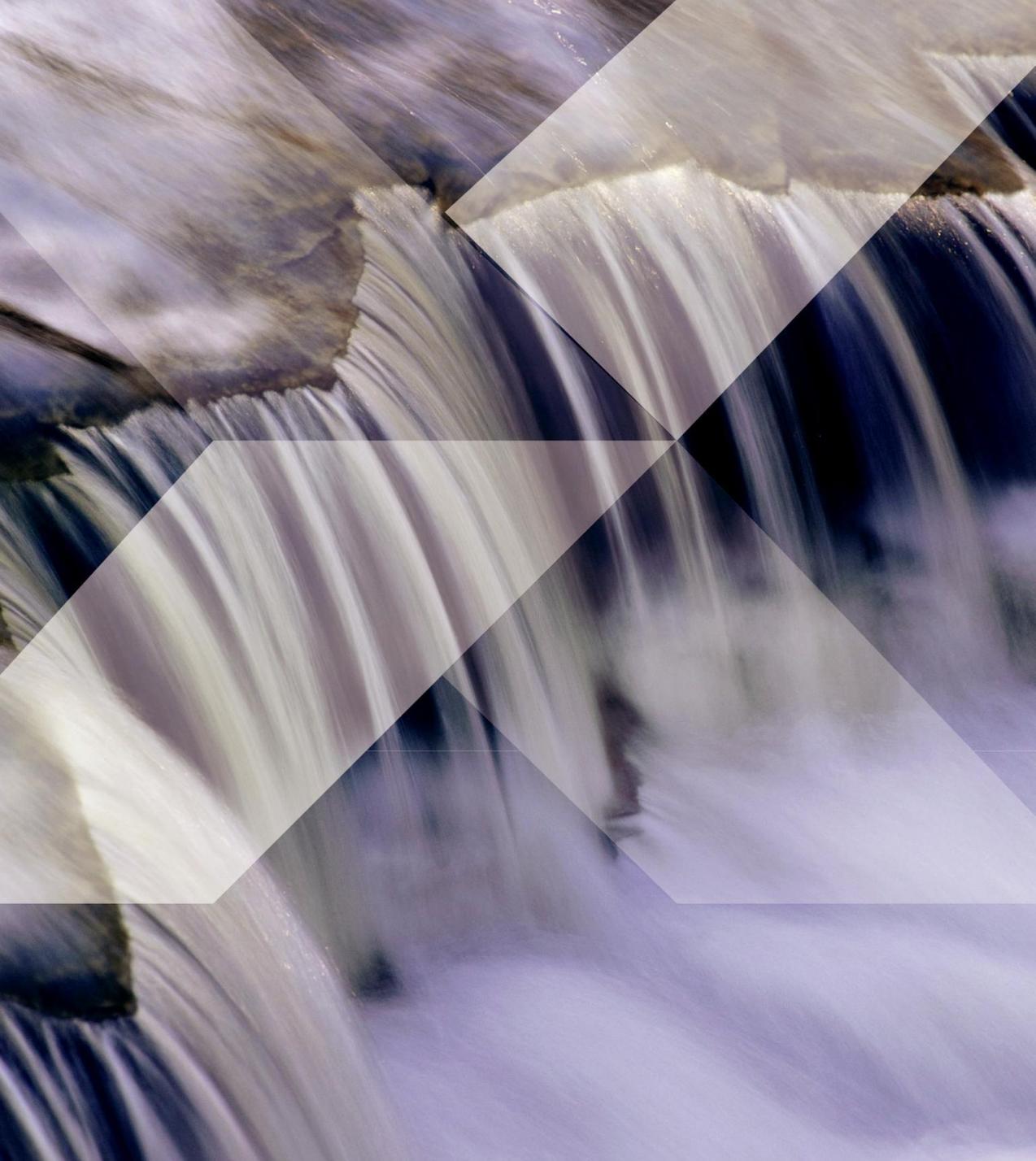
Seed funding can be raised online using equity crowdfunding platforms. Investors make their decision whether to fund a project based on the perceived strength of the idea and the capabilities, skills and history of the founders.

The Genesis Fund, Proposed Investments are neither Industry or Geographical Specific (all Investments are subject to vigorous Due Diligence)  
The Fund will invest in Global Opportunities



The background features a blurred, long-exposure photograph of a waterfall, creating a sense of motion and flow. The image is overlaid with several large, semi-transparent geometric shapes in various shades of blue, including triangles and a central horizontal band, which frame the text.

INVESTING IN PRE IPO COMPANIES  
HELPING THEM TO GO PUBLIC



## WHAT ARE PRE IPO & IPO (INITIAL PUBLIC OFFERING) INVESTMENTS AND WHY INVEST IN THEM?

A pre-IPO is capital raised by a company in the lead up to its planned IPO, generally priced at a discount to the IPO price.

Pre IPO offerings are available only to a limited number of individuals, and are done in advance of an expected IPO. Pre IPO prices are generally much lower than they would be at the IPO, but are risky for the investor, as their value is contingent upon the company eventually making an IPO. To reflect this, pre-IPOs are usually offered at a discount to the anticipated IPO price.

### GENESIS FUND PRE-IPO INVESTMENTS

The Genesis Fund will specialize in Global pre-IPO investing, offering unique opportunities for you to invest in start-ups before they go public.

Most investors have never even heard of pre-IPO capital investment opportunities, because they're often only available to individuals with high net worth, professional investors, wholesale investors, or investment funds. Even if you have a high net worth, you need to know the right people to get connected to these investment opportunities.

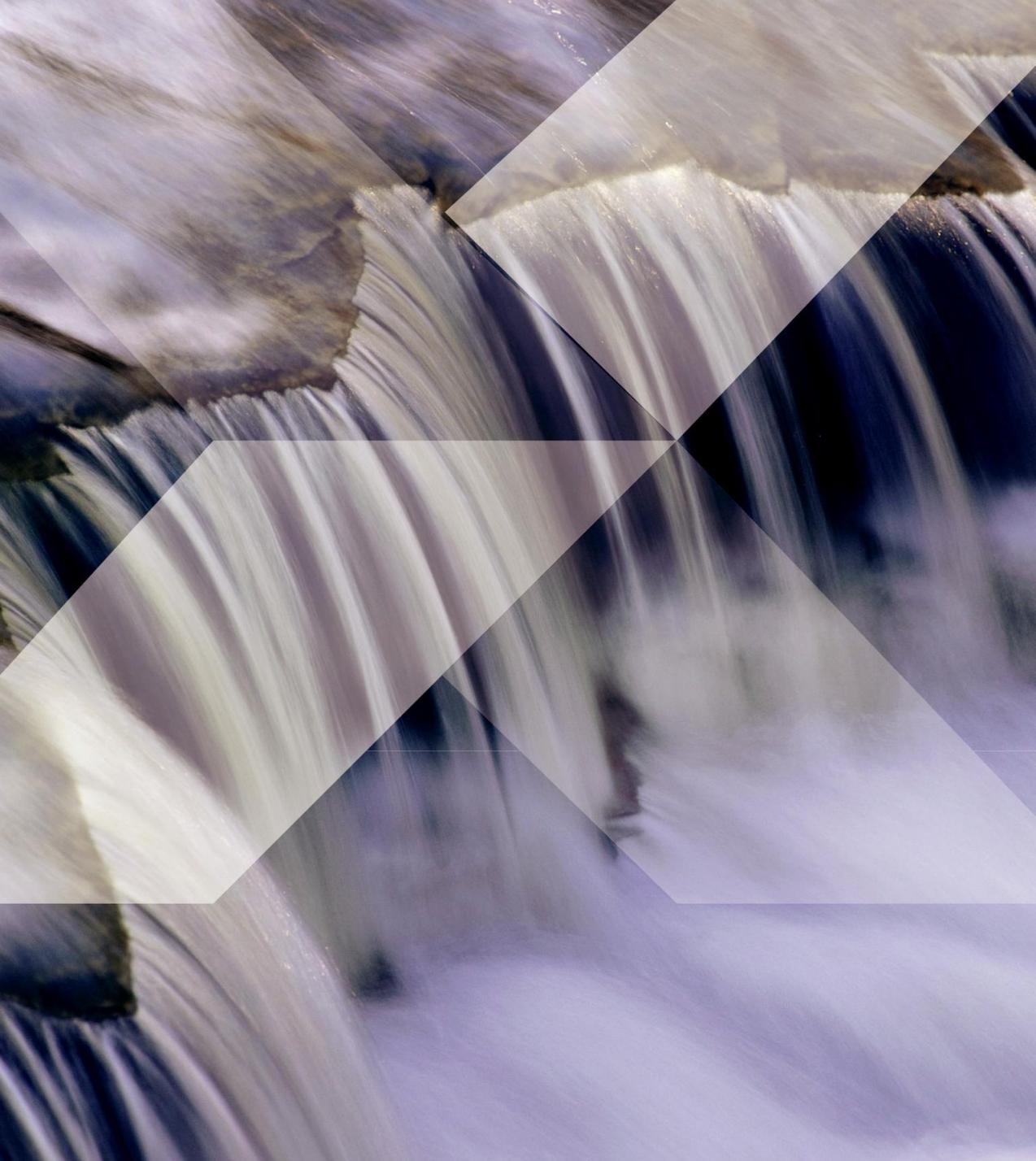
As an Investor in The Genesis Fund, we work to make pre-IPO investing accessible to you.

As a pre-IPO venture capital fund, Genesis can gain access to pre-IPO investing opportunities at privately held companies and allow smaller investors to get in on portions of the investment. Pre-IPO shares offer an opportunity for you to get in on the investment before others do.

The Genesis Fund will Invest in Global pre-IPO and venture capital opportunities.



*Example Listing Exchanges*



<b>Structure:</b>	Mauritius Regulated Closed Ended Protected Cell Company
<b>Pricing:</b>	Quarterly NAV (Net Asset Value)
<b>Minimum Subscription:</b>	USD 10,000
<b>Subsequent Subscriptions:</b>	USD 5,000
<b>Dealing Codes:</b>	<b>SEDOL</b> BGHKHZ8 <b>ISIN</b> MU0614S00000
<b>Domicile:</b>	Mauritius.
<b>The Genesis Fund:</b>	is a cell of Exponential International Fund PCC ,which is a closed - ended investment company, constituted as a protected cell company under the laws of Mauritius
<b>Regulatory Authority:</b>	Exponential International Fund PCC Mauritius Financial Services Commission Global Business Licence (Category 1) C117022549 . Company No. 159103
<b>Custodian:</b>	SBM Bank (Mauritius)
<b>Administrator:</b>	Premier Financial Services - Mauritius
<b>Auditors:</b>	BDO & Co – Mauritius
<b>Bankers:</b>	SBM Bank (Mauritius) Ltd
<b>Investment Manager:</b>	Exponential Asset Management Limited – Mauritius
<b>Regulatory Authority:</b>	Mauritius Financial Services Commission Global Business Licence (Category 1) C117022523 CIS Managers Licence C117022523 Company No. 159270
<b>Placement Fee:</b>	Maximum 5%
<b>Annual Management Fee:</b>	2.75%
<b>Performance Fee:</b>	20% of the Benchmark of 9% per annum
<b>Fund Horizon:</b>	Maximum 10 years
<b>Fund Currency:</b>	USD (United States Dollars)

A background image of a waterfall with a long exposure, creating a blurred, silky effect. The image is overlaid with several semi-transparent geometric shapes: a large circle on the right side and several overlapping triangles in shades of purple, blue, and grey. The text is centered within the white circle.

PROVIDING A FRESH  
APPROACH TO FUND  
MANAGEMENT

---

### **Investment Manager**

Exponential Asset Management Limited  
Premier Business Centre, 10<sup>th</sup> Floor, Sterling Tower  
14 Poudriere Street, Port Louis, Mauritius  
Telephone: +230 245 6703 Fax: +230 245 6704  
Email [enquiries@exponential-funds.com](mailto:enquiries@exponential-funds.com)  
Web [www.exponential-funds.com](http://www.exponential-funds.com)

Exponential Asset Management Limited Company No. 159270  
Regulated by The Mauritius Financial Services Commission  
CIS Manager Licence No. C117022523  
Global Business Licence (Category 1) C117022523



Potential investors who are in any doubt as to the risks involved in investment in the Cells are recommended to obtain independent financial and legal advice before making an investment. Investment in the Cells should be made only after consulting with independent, qualified sources of investment and tax advice. Each Cell is a speculative investment and is not intended to complete investment program. It is designed only for sophisticated investors who are able to bear the risk of an investment in the Cells, including the risk of capital loss. There can be no assurance that the Cells will achieve the targeted return.

Investors and prospective investors in the Company are not protected by any statutory compensation arrangements in Mauritius in the event of the fund's failure. The Mauritius Financial Services commission does not vouch for the financial soundness of the fund or for the correctness of any statements made or opinions expressed with regard to it.



*Exponential*  
GENESIS FUND