

Vineyards Investment
presented by

THE WINE CELLAR CLUB Ltd.



« Investing as a pleasure »



Who we are

Our role: Management of financial investment in vineyards

- Focus on quality vineyards
- Leading independent company in France
- More than 19 years experience investing in prestigious regions:
Burgundy, Champagne and Bordeaux
- Team of experienced partners





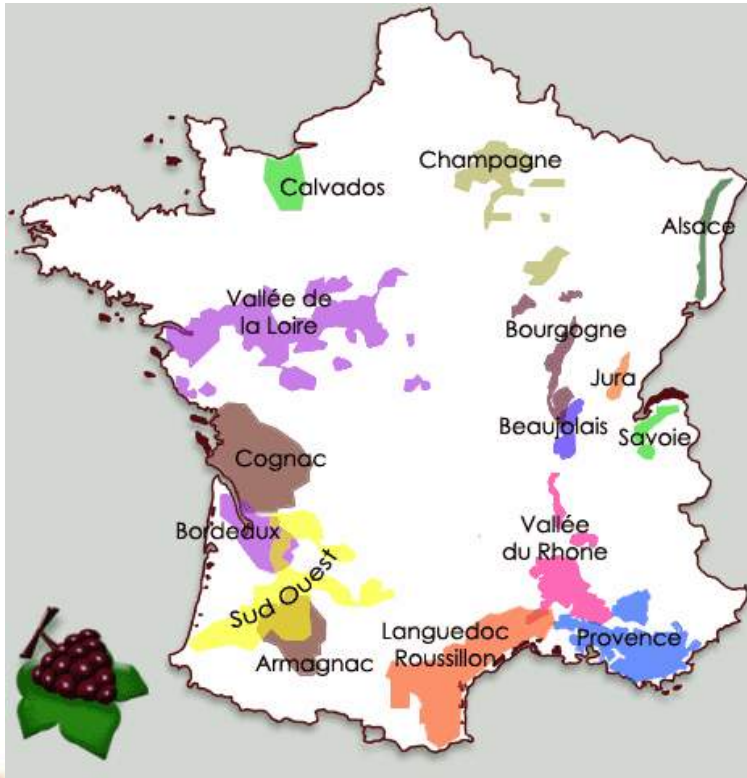
Company Overview

- The Wine Cellar Club partners with **André MANIERE**, financial advisor, has over 30 years experience both in financial markets and in vineyard products
- **19 vineyard investment** vehicles invested in France created since 1994
- Presence in various regions: Burgundy, Champagne and Bordeaux
- Our business is located at the heart of the Wine Industry in Burgundy and in Champagne
- Board of 10 experts : financial advisors and wine specialists





Vineyards land size in France has not increased



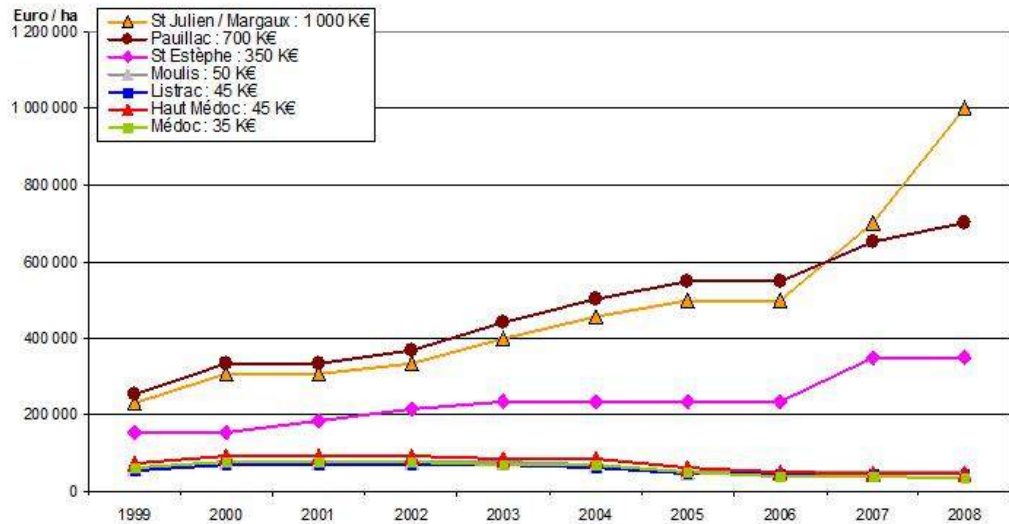
Target concentration: 0.5% of the most prestigious vineyards in the world.

➤ In Burgundy, the denomination « Grands Crus » only represents 0.005 % of that same total



Examples of valuable evolution

EVOLUTION DU PRIX DES APPELLATIONS 1999 – 2008 - tableau 1



Source : SAFER Aquitaine Atlantique

EVOLUTION DU PRIX DES VIGNES VQPRD EN CHAMPAGNE :

Valeur moyenne en euros courants par hectare

Années	Champagne
1991	179 800
1992	220 000
1993	208 700
1994	228 900
1995	267 300
1996	294 000
1997	259 700
1998	333 100
1999	354 700
2000	416 700
2001	432 100
2002	479 100
2003	514 700
2004	547 200
2005	609 700
2006	634 600
2007	721 400
2008	829 600
2009	850 200
2009/2008	+ 3,9%

Source : Safer-SSP-Terres d'Europe-Scafr



Definition

Groupement Foncier Viticole (GFV) : **Wine Group**

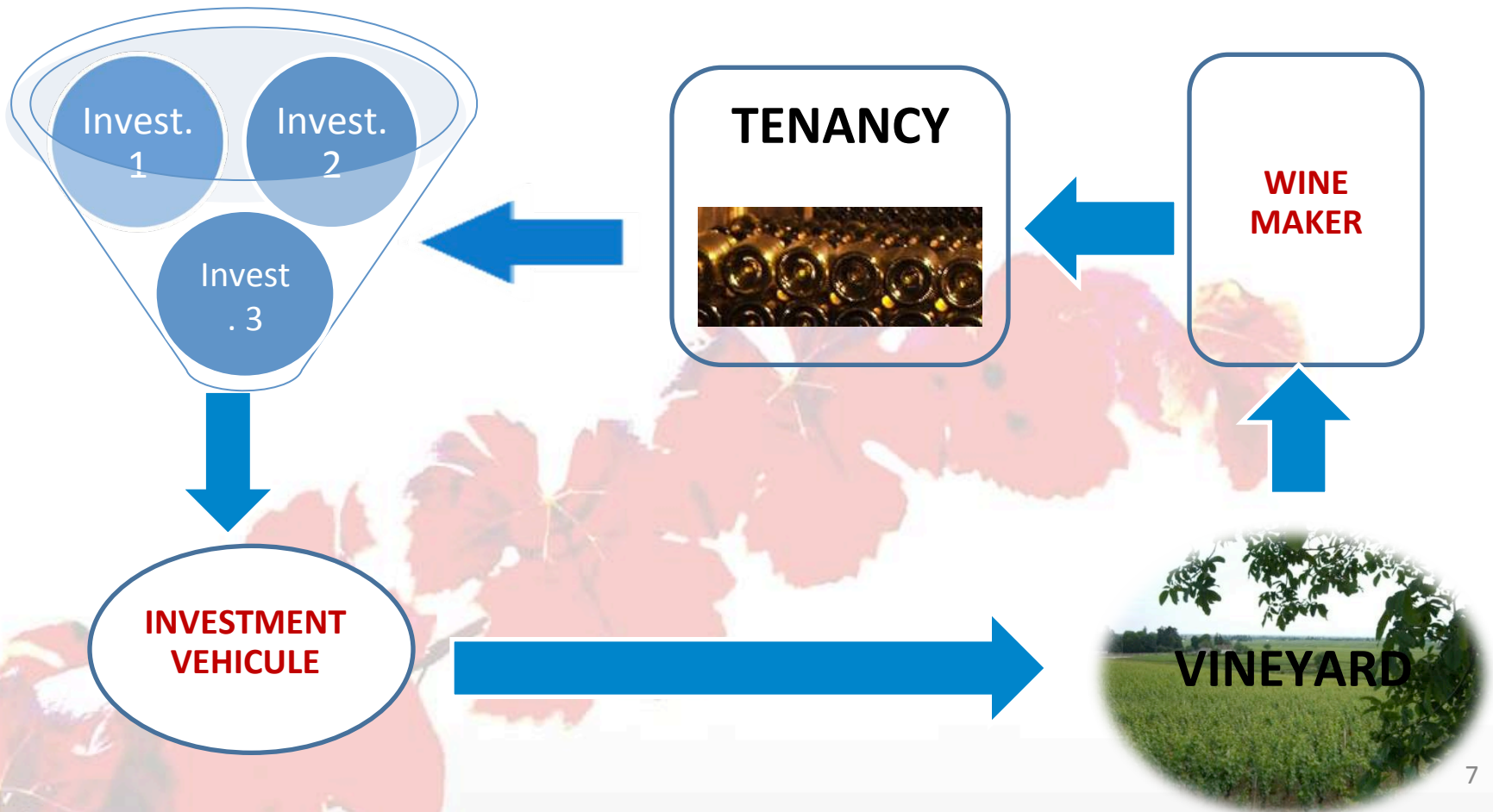
- Special investment vehicle that invests in vineyards
- Structured as a company
- Open to private investors (who become shareholders in the company)
- In charge of purchasing the land (vineyards)
- Gives mandate to the wine producer



Gestion Finance Saint Vincent structures and customises investment vehicles for private investors



What is a Wine Group?





Dividends (« fermage »)

Every year, the wine producer pays **a fee** to the Wine Group :

This fee is a «rent» paid to the Wine Group which is then paid back to shareholders.



It can be paid :

- In cash
- **In wine**

As of today, all of the Wine Group from Gestion Finance Saint Vincent are in majority paid in wine/bottles but also in cash.



Advantages for private investors 1

- Diversification of assets
- Uncorrelated to the financial markets
- «real» assets
- Opportunity set boosted by current global wealth
- Vineyards selection limited to qualitative French appellations
- Small amount of money is invested vs overall cost of the venture





Advantages for private investors 2

- **Do not need any previous wine expertise.** The wine producer remains in charge
- Dividends («fermage») are mostly paid in wine (less volatile than interest rate)
- Regular follow up of the investments from Gestion Finance Saint Vincent
- No fiscal issue regarding wine production
- Liquidity : secondary market organised for the shares of the Wine Group & the bottles by Gestion Finance Saint Vincent





Annual meetings

Investors are invited to two meetings every year :

- One hosted by the wine producer with all shareholders of the Wine Group
- One hosted by Gestion Finance Saint Vincent. It is open to private investors from all Wine Groups and includes the exchange of bottles between the shareholders
- Our Saint Vincent meetings are held in various wine locations from country style cottages to traditional chateaux





Our vineyards



- **Latricières Chambertin**
- **Corton La Vigne Au Saint**
- **Corton-Charlemagne**
- **Clos de Vougeot**
- **Clos de Bèze**
- **Vosne Romanée Les Chaumes**
- **Nuit Saint Georges, Clos des Corvées**
- **Chassagne-Montrachet, Abbaye de Morgeot**
- **Chambolle Musigny, Les Baudes**



- **Château La Tonnelle**
Cru Bourgeois du Haut-Médoc
- **Château Le Puy**
Côtes de Bordeaux
« Les Gouttes de Dieu »



- **Val Pallas**
- **Val d'Enac**
- **Les Riceys**
- **Vincelles**

En Champagne



Our wine growers



Jean-Pierre et Pascal Amoreau
Château Le Puy, *Les Gouttes de Dieu*



Jean-Nicolas Méo
Domaine Méo-Camuzet



Patrick Bize
Domaine Simon Bize et Fils



Vincent Fabre
Château La Tonnelle
Cru Bourgeois Haut Médoc



Anne Gremillet
Champagne Gremillet



Philippe et Marie-Christine Drouhin
Domaine Drouhin Laroze



Olivier Leflaive
Domaine Olivier Leflaive



Henry-Frédéric Roch
Domaine Prieuré-Roch
Co-gérant de la Romanée-Conti



Evolution noticed by the prices of vineyards

Création	Région	Appellation	Rdt annuel *
1995	Bourgogne	Latricière Chambertin Grand Cru	10.7%
1997	Bourgogne	Corton Charlemagne	9.6 %
1998	Bourgogne	Les Chaumes Premier Cru	11.5 %
1999	Bourgogne	Clos des Corvées	10.9 %
2002	Bourgogne	Les Bourgeots	4.3 %
2003	Bordeaux	Château Le Puy	18.6 %
2004	Champagne	Val Pallas	6.2 %
2006	Bourgogne	Clos Vougeot Grand Cru	18.6%
2008	Bourgogne	Abbaye de Morgeot	6.4 %
2009	Bordeaux	Château la Tonnelle	5.8 %

* Taux de rendement actuariel annuel (fermage non compris)

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