

Bounce founder will shack up in Square Mile

ALYS KEY

@alys_key

THE FOUNDER of Bounce ping-pong bars and co-founder of Flight Club darts bars has tapped the City of London for his latest leisure venture.

Entrepreneur Adam Breeden, who also founded All Star Lanes bowling, will open a crazy golf bar in the basement of the iconic 1 Poultry building.

Puttshack is a new crazy golf concept using technology to add additional challenges and prizes to the course. Like Bounce, it will be accompanied by an extensive food and drink offering.

Three Puttshacks are lined up as part of a £15m investment in the brand. The City of London site will be the flagship for the new brand, opening towards the end of this year or early next year.

Speaking to City A.M., Breeden estimated that between £5.5m and £7.5m will go into setting up the 1 Poultry site.

He expects the location to deliver return on investment in under two years.

Famous for its unusual architecture, 1 Poultry is already home to one of the City's most famous restaurants, the Coq d'Argent, and its roof garden.

It will be the first site inside the Square Mile run by Breeden's company Social Entertainment Ventures, which is the parent company of Bounce.



Adam Breeden's Puttshack will be in the City of London's 1 Poultry building

"For a long period of time the City was a bit of a no man's land of things to do but also there wasn't necessarily the market or the understanding that people travel to the City," he said in an interview.

"In the last few years certainly there has been a big shift and I think east London's had a lot to do with this."

He credited the development of Shoreditch with increasing the number of visitors to the City.

He also said that the opening of Soho House founder Nick Jones's The Ned had proved that consumers will travel to the City for the "right

experience". The company's investment in the City comes at a time of refreshed investment in the Square Mile's hospitality and leisure.

Brewdog has picked the City for its first ever brewpub, while posh gym group Third Space will open its fifth site in the City this year.

The first Puttshack is set to open in April at Westfield in White City. Another site is also lined up for Intu Lakeside in Essex.

The idea was co-created by the team behind Bounce and the founders of Topgolf, a golf entertainment brand which now has 40 branches around the world.

Spotify is a sure hit as it pursues New York initial public offering

WITH Spotify reportedly planning on floating on the New York Stock Exchange this spring, it's a good time to look at how consumers view the brand in the UK.

The music streaming service's impact and growth over the past decade is impressive, all the more so as there haven't been many global internet successes out of Europe.

However, it has not escaped criticism. It has been condemned in the past by music artists and fans for not paying enough in royalties in order to list songs on its service.

YouGov brand tracking data shows that consumer perception of Spotify has grown year-on-year. Its impression score among all respondents (whether someone has a positive impression of the brand) has risen from 15 to 23 over the past two years.

Spotify has been effective in appealing to new customers with a variety of offers for prospective users. In addition, its essential MO is to provide a cheaper way of accessing music than provided by more traditional means. The effects of these perks are reflected in Spotify's value score (whether people think the brand is good value for money) which has jumped up four points since January last year - rising from 10 to 14.

Stephan Shakespeare



Among current customers it is even higher, currently standing at 60.

Added to this, the brand's value score among younger people (those aged 18-34) rose from 21 to 27 in the same period. The data suggests that Spotify's advertising has cut through over the past year. In December, it produced a series of data-themed adverts featuring witty headlines on

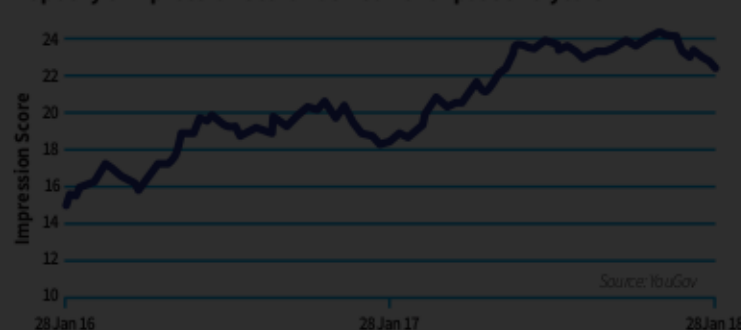
big, colourful billboards. This coincided with current customers being reminded of what they had listened to most over the previous 12 months.

Its ad awareness score (whether someone has seen an advert for the brand in the past two weeks) among subscribers jumped from 23 at the start of December to 35 points at the end.

Spotify still faces challenges around monetising its offering and legal wranglings surrounding royalties. However, it can be content that it continues to be central to the modern music fan's listening experience.

© Stephan Shakespeare is the chief executive of YouGov

Spotify's Impression score has risen over past two years



THE OTHER LONDON STOCK EXCHANGE



MAX RAYNOR AT NEX EXCHANGE EXPLORES THE LANDSCAPE FOR START-UPS & ENTREPRENEURS

WHAT CHALLENGES DO START-UPS FACE?

As an app developer the greatest challenge for most start-ups is funding. The power of the government Enterprise Investment Scheme (EIS) and the Seed Enterprise Investment Scheme (SEIS) to assist in this challenge must not be underestimated. Whilst it doesn't directly benefit the company, the incentive can be a good counterbalance to the higher risk of investing in start-ups (up to 72.5% for SEIS) and can open doors to a whole new host of investors from retail, to high net worths and institutions. EIS and SEIS status can make the difference between raising capital or not.

HOW CAN A JUNIOR MARKET LIKE NEX EXCHANGE PLAY A ROLE IN THE START-UP COMMUNITY?

In the past, stock exchanges have been perceived as an expensive way of raising capital and not a route appropriate to SMEs. This is something NEX Exchange is tackling head on. The cost is competitive with other sources of capital and it has the advantage of a live share price, market exposure and transparency. The ability to demonstrate a strong

market track record is incredibly beneficial when looking for further capital.

Maximising investor incentives is an important factor when raising capital. When joining the Growth Market, investors are still eligible to receive SEIS and EIS relief, in addition to capital gains and inheritance tax reliefs. The shares are also eligible for Self Invested Pension Plans (SIPs) and Individual Savings Accounts. Of course, you still need a sound business proposition, but these benefits may certainly help.

WHAT DOES WINZAP DO?

Winzap is an app challenging the traditional gambling model. Instead of spending real cash for the thrill of winning, players use free credits to place their football and casino "bets". In return, they watch a short advert which builds up a prize pot. The top 5 winning players on the day split the prize pot, giving players no downside and potential for substantial upside.

Max is sales associate at NEX Exchange co-founder & director of Winzap, available in the App Store on iPhone & Android
To find out more about Winzap go to: <http://www.winzap.co/>



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GERVAIS WILLIAMS AT MITON GROUP LOOKS AT CURRENT TRENDS IN UK SMALLER COMPANIES

WHAT HAVE BEEN THE MAIN TRENDS IN UK CAPITAL ALLOCATION OVER 2017?

2017 was a difficult year for the UK, as economic growth slowed relative to others and UK consumer spending slowed down. In addition, the UK elected a minority government, there was the first increase in UK interest rates for a decade, and the uncertainties around Brexit became more pressing. This led to net outflows from many UK Equity funds over 2017 according to the data produced by the Investment Association.

WERE UK SMALLER COMPANIES BADLY AFFECTED?

2017 was marked by investor enthusiasm for growth stocks. In the US, the best of the growth stocks are often listed on the NASDAQ, and it greatly outperformed all other areas. In the UK, many of the best small growth companies are listed on the FTSE AIM and NEX exchanges. In a similar manner to the US many of these growth companies greatly outperformed the mainstream indices over the year.

IS THERE MUCH UPSIDE LEFT FOR 2018?

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Momentum shares may continue to outperform initially, but their returns have dazzled investors so much that other more regular smaller companies appear greatly overlooked. In general, we expect small companies to outperform again in 2018, since many are still



Gervais Williams is an award-winning fund manager and senior director at Miton Group.

standing on undemanding valuations, and yet are well placed to grow their corporate cashflow after plenty of capex over recent years.

RISKS

Past performance is not a guide to future returns. The value of investments can fall as well as rise and investors may not get back the full amount invested.

Investment in the securities of smaller and/or medium sized companies can involve greater risk than may be associated with investment in larger, more established companies. The market for securities in smaller companies may be less liquid than securities in larger companies.