

WHAT IS THE MINI BOND?

Helandal Ltd (Helandal), as an established market participant, specialises in promoting and developing its unique and exciting product portfolio:

The **Bentley Global Mini-Bond** is designed to target high net worth &/or sophisticated retail investors as the primary market segment of investment. The mini-bond will appeal to those seeking consistent returns in a new asset class wholly uncorrelated to the traditional investment markets. Currently executing its own algorithmic trading model (Algo188) focussed on global soccer markets, it aims to further develop analytical infrastructure and diversify into other, liquid sports. The product provides quarterly revenue to investors and the offers an interesting way to invest into an exciting industry, with low risk exposure. Facing few competitors, The Bentley Global mini-bond has realistic plans to become the market leader in this niche.

Helandal draws upon a diverse skill-set: within its management team are professionals drawn from the world of investment banking, the global betting industry, sports media and statistical and quantitative analysis. However, all of this would simply be theoretical if it was not supplemented by a deep-rooted knowledge of the game of soccer itself.

WHO IS THE BENTLEY GLOBAL MINI BOND FOR?

Our target customers will generally range from the small, yet sophisticated investor through to individuals of high net worth. **Helandal** fits neatly into a category of 'investment opportunity' and could be considered highly desirable for those individuals who are looking for more 'involvement' and 'interest' in their investment portfolio.

Longer term, and with a substantial track record in place, we would anticipate being able to accommodate institutional funds that are attracted to the potential of consistent profits with a strong risk management process and added diversification from their current security holdings. **Helandal** will help improve the sales penetration with precise identification of these target segments and accurate product positioning. We will advance marketing opportunities through a variety of mediums (print, video/YouTube, webinars, social media, mobile).

WHAT IS THE SIZE OF THE MARKET?

Global market for 'legal' Sports betting is estimated to be worth approx. US\$300bn and growing at approx. 5.4% per annum. **Helandal** works with the major global operators within the gaming industry and seeks to identify inefficiencies in the betting markets and hence maximise returns for investors. The Bentley Global Mini-Bond is seeking to raise £10m in phase one.

DO YOU FACE COMPETITION?

Although we operate in a competitive wider investment market, this primarily consists of financial markets products, real estate and similar offerings that suffer from comparable economic and political risk factors. **Helandal** sits with a unique, appealing batch of products, independent of prevailing economic conditions. **Helandal** therefore benefits from unique selling points, and competitive advantages over alternative, traditions investments. And while there are sports betting syndicates, tipping services and a small number of betting related hedge funds, none have the diverse skill set of the Helandal operation. We are the only sports trading product with s21 sign-off and an independent custodian handling clients' monies.

IS THERE ROBUST RISK MANAGEMENT?

Helandal operates an investment strategy independent of prevailing economic conditions; it is ostensibly recession proof and offers returns independent of any other mainstream investment product; in a world beset by the uncertainty of Brexit and the timing and outcome of elections, the Bentley Global Mini-Bond stands out in a saturated alternative investment market. Whilst the Bentley Global Mini-Bond is free from the traditional constraints, it still makes use of sophisticated and well-established investment techniques but now applied to the rapidly expanding betting markets around major football leagues. This allows us to manage and maintain a well-diversified portfolio which is in no-way affected by global economic factors.

WHAT IS THE ALGORITHM YOU DEVELOPED?

Helandal has developed its own trading algorithm, the Algol88, which is based upon Artificial Intelligence (AI), which constantly refines and innovates the underlying assumptions and strategy. Our trading system is evolving almost daily and the self-learning algorithm develops with each trade. The system has been back-tested for 5 years and "traded" successfully with private funds for 2 years, and only now are the Directors willing to allow the methodology to be utilised publicly. At **Helandal**, we have a management team comprising not just of experienced financial services professionals, traders, data analysts, eminent mathematicians and statisticians, but also former professional football players, managers, and sports media personalities, who have all played, managed, or broadcast at the very highest levels and have experienced the huge growth in this sector in Asia first hand. This team remains deeply embedded in the sport, meaning they can provide unique insight and first-hand knowledge of key factors that may influence our trading team's decisions. Through these direct links into professional football, our financial team can generate revenue for the Bentley Global Mini-Bond by selective trading on the huge blue-chip Asian markets. We continue to work closely with established Asian brands and have developed excellent contacts within clubs of the fast-growing China Super League. In addition, the company is working closely with UK based sports businesses that

have recognised the potential that exists to engage a large group of new fans and unlock extensive revenue opportunities within China.

The company will seek to ensure that the successful trading programme meets investors' coupon returns while mitigating and managing risks to investors' capital using the highly experienced financial team's industry expertise and oversight. The trading strategy has been refined and tested to ensure that the company has the tools to meet its obligations to shareholders and investors. The combined experience of the senior management team covers a broad spectrum of financial business as detailed in this brochure and the company is confident that this provides comfort to investors about the security of their capital. Three levels of supervision are employed to ensure the strict trading parameters are met, and the internal cash reserve position is maintained.

HOW DO YOU MAKE USE OF TECHNOLOGY?

Using technology, contacts within soccer, sophisticated algorithms and statistical analysis, applied to a deep understanding of the global betting markets and associated betting behaviour, the CEO has a track record of generating consistent and substantial profits for a group of private individuals. The trading strategy focuses on soccer, where the Trading Advisor can build a diversified portfolio whenever major matches are being played around the globe. The trading team compile in-depth news and statistical analysis on world soccer, complimented by information from extensive contacts from within both the sport itself and the media. This is supported by a sophisticated series of algorithms allowing the trader to place trades at the best prices available and when conditions are optimised. These algorithms focus on the expectancy of goals in the day's games, since goals form the basis for all the major markets around soccer. The algorithm has been developed over 15 years and been tested by an eminent PHD graduate from the LSE. The model makes value trades based on risk, probability and edge. The algorithm refines itself with each result and added performance observation. So, by design, it continuously learns and develops. Strategy is based on back testing, real time betting, monte-carlo simulations and bootstrapping.

ARE THE ACCOUNTS AUDITED?

The accounts are audited every year by Grant Thornton, and in addition, the bond holders will receive quarterly statements from the trustees, Jade State Wealth Ltd.

HOW ARE COUPON PAYMENTS PAID?

The coupon payments are paid quarterly, one month in arrears by the bond trustee, Jade State Wealth Ltd. They are then remitted into the account of the bond holders choice.

WHO FOUNDED THE COMPANY AND WHO ARE THE EXECUTIVE TEAM?

Alan Bentley, CEO



Alan is a football analyst with global exposure, working for both Sky Sports and now Fox Sports Asia.

Alan has a background as an ACA Chartered Accountant. With a keen eye for numbers, Alan has been a successful betting consultant for many years. He expertly scrutinizes the algorithmic development process and uses his knowledge of sports to offer superb mentoring.

Alan will further enhance the existing business model by leveraging off his extensive ties from within the broadcasting and betting industries. His close contacts sit at the highest levels of the football profession and their marketing involvement will significantly boost our product offerings.

Brian Bentley, Technical Director

Brian joined Bentley Global to support the development of algorithmic trading models across the firm's asset portfolio. He has an extensive experience of operational management, strategy and financial analysis across a range of industries and works closely with the portfolio management team in the development of value creating trading strategies. Prior to his career, Brian gained a degree in Physics from the University of Kent and subsequently moved into computer modelling using the structured programming languages of the time - Fortran, Cobol and C. Brian quickly realised the potential of adapting and applying sophisticated modelling techniques to the world of sports betting and developed models to take advantage of price inefficiencies. Aside from sports analysis, his research interests have been in creating arbitrage oil price paradigms, and modelling the economic effects of government regulation following financial crises.

Peter Reid, Director of Football

A defensive midfielder in his playing days, Peter Reid enjoyed a long and successful career. He built his reputation as one of England's brightest midfield talents of the time at Bolton Wanderers, before signing for Everton in 1982. It was there that he enjoyed the most fruitful spell of his career, as he helped the club win domestic and European honours, including the Football League twice. He was voted as the PFA Players' Player of the Year in 1985 and came fourth in the World Soccer Player of the Year award, behind Michel Platini,



Preben Elkjær and Diego Maradona. He also received his first senior England call-up that year, and represented his country at the 1986 FIFA World Cup and 1988 UEFA European Championship. He won 13 caps in total.

Peter worked as a pundit for the BBC at the 2006 FIFA World Cup, and worked for Sky Sports and ESPN before returning to management with Thailand in 2008. He won the T&T Cup with Thailand. He continues to be in demand as a pundit both in the UK and beyond.

Tim Hall, Head of Risk Management

Tim has over thirty years' experience in business risk management, account management and operational delivery within financial services, aviation and other highly regulated industries. Tim commenced his career within the Asset and Wealth Management division of Paribas, before working in consulting divisions of several global firms including KPMG where Tim was Principal of the Infrastructure Economic Group before joining the financial services group of Fujitsu. Since 2008 Tim has worked within the international business group of Fujitsu operating around the world from America, Europe as well as countries in the Middle East and Asia.

Tim spent several years as head of programme management for Fujitsu Nordic Region responsible for business risk management before becoming COO for Fujitsu Denmark, accountable to the Nordic Region CEO for compliance, business growth as well as cost management. Since 2013, Tim has managed several global accounts with responsibility for delivering contractual obligations, revenue growth, compliance and profitability.

Angus Loughran, Sports Advisor

Angus Loughran is a British sports commentator and pundit. He appears regularly on television, newspapers and websites, usually concentrating on horse racing and football, such as The Daily Telegraph and online bookmaker Easyodds, writing tipping sections every day. He has also provided English language football commentary for Eurosport and ESPN. He is currently a commentator for BT Sport on their coverage of the Bundesliga, UEFA Champions League and UEFA Europa League.



He first worked for Ladbrokes, providing racing commentary into their betting shops, but rose to fame as "Statto", the resident statistician on the BBC Two television show Fantasy Football League. Clad in a dressing gown and pyjamas, he would stand in the corner of the set and provide facts and figures on each of the guests' fantasy football teams, while being made fun of by hosts Frank Skinner and David Baddiel. He also appeared in the Rowan Atkinson comedy film Bean in 1997 and the Mel Smith directed Blackball in 2003.

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