




CROYDON HIGH SCHOOL


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Every girl, every day. That's the Croydon High way.  
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*Aim High.*



Croydon High School  
*for girls aged 3-18*  
**GDST**  
GIRLS' DAY SCHOOL TRUST



<https://www.croydonhigh.gdst.net>

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**Croydon High Junior School GDST**  
24 September at 11.29

Every girl, every day. That's the Croydon High way.  
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You probably think your daughter is unique.  
*We know she is.*



Croydon High School  
*for girls aged 3-18*  
**GDST**  
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Croydon High Sixth Form



**GDST**  
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*Are you ready to start writing your own story?*



**Croydon High Senior School GDST**  
29 September at 11.29

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*Confidence is Contagious*  
*We pass it on.*



Croydon High School  
*for girls aged 3-18*  
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# Raise your investment expectations

Download our Private  
Company Investing Guide

Your capital is at risk and there is no guarantee of any return. Rockpool Investments is authorised and regulated by the Financial Conduct Authority.

# Investing in Private Companies

Download the guide here

Private company investments are not readily realisable. Capital invested will be at risk and you could lose all of your investment in the company.

## Investing in Private Companies

### ROCKPOOL..

#### ENHANCE YOUR PORTFOLIO WITH PRIVATE COMPANIES

As a high-net-worth or sophisticated investor, you will be aware of the importance of actively managing your investment portfolio and seeking out exposure to any asset class. It is essential to achieve diversity, a balance of risk and return, and of course, to control costs.

#### AN ALTERNATIVE FOR YOUR PORTFOLIO

Private company investing adds a different source of wealth creation to your portfolio. Returns on private company investment are not closely correlated to traditional asset classes, such as listed shares, gilts and corporate bonds. Studies also suggest that the long-term returns of private equity exceed those for public equities and the very wealthy individuals and families (more than £1bn of investable wealth) now allocate on average 20% of their portfolio to private companies.

#### MANAGEMENT EQUITY AND PASSION

Private companies are typically managed by people with a big stake in their success. Where the average listed company CEO owns only 1% of the business, private company CEOs are more likely to own around 10-20%. But the motivation is not just financial. Private company managers are fulfilling their dreams. With their dedication and drive, supported by funding and professional expertise, these companies can transform and bring great value to investors.

#### THE RISE OF CROWDFUNDING

Recent years have seen the proliferation of crowdfunding and peer-to-peer lending platforms which offer investors the chance to access a number of seemingly exciting new business models. However, these companies are pre-profit and are seeking relatively small investment amounts. They are not a viable alternative to private company investment, which will take the company to the point where it can be high, and the key to success in this model of investment is to utilise small amounts across a large number of companies.

#### BARRIERS TO ENTRY

Anyone looking to access this asset class outside of crowdfunding can find themselves facing difficulties. The time and expertise required to assess the viability of an investment, which will take the company to the point where it can be high, and the key to success in this model of investment is to utilise small amounts across a large number of companies.

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# R.. Private Company Investment

## October 27 • London SW1E 5DH

Rockpool Private Company Investment Seminar 27/10/18

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Private Company Investment Specialists

Rotating Banner GIF



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The infographic is divided into five main sections. At the top left, a dark blue circle contains the title "TOP TIPS for doing Business in Bahrain" and a subtitle "Unlock the full potential of your business with our insider tips series". To the right of this is a photograph of the Bahrain World Trade Center skyscraper. Below the title section are four colored boxes, each containing a tip number, a headline, a quote, and attribution. Box 1 (light blue) features "TOP TIP #1 THE WORLD IS YOUR OYSTER" with a quote from Kyriako Zarkadas. Box 2 (red) features "TOP TIP #2 PROFIT FROM LOWER OPERATING COSTS" with a quote from the KPMG report. Box 3 (dark blue) features "TOP TIP #3 LOOK LOCAL FOR TALENT" with a quote from Nacira Ferdjoukh. Box 4 (teal) features "TOP TIP #4 NO BETTER PLACE FOR EXPATS" with a quote from the InterNations survey. Each box also includes the EDB Bahrain and Business Friendly Bahrain logos at the bottom.

# TOP TIPS

## for doing Business in Bahrain

Unlock the full potential of  
your business with our insider  
tips series

# TOP TIP

## #1

### THE WORLD IS YOUR OYSTER

"There is the proximity to Saudi Arabia and Kuwait, which attracts millions of visitors a year, plus many markets that are still unaware of all that Bahrain has to offer."

Kyriako Zarkadas,  
Founder, Visit Bahrain

# TOP TIP

## #2

### PROFIT FROM LOWER OPERATING COSTS

"Overall, the total cost of doing business in Dubai and Abu Dhabi is significantly higher (50 to 55%) than that of Bahrain."

KPMG Cost of Doing Business Report, 2018

# TOP TIP

## #3

### LOOK LOCAL FOR TALENT

"Our Bahraini workforce are fluent in both Arabic and English, which has been a major benefit to the business."

Nacira Ferdjoukh,  
Head of Human Resources, Citi Bahrain

# TOP TIP

## #4

### NO BETTER PLACE FOR EXPATS

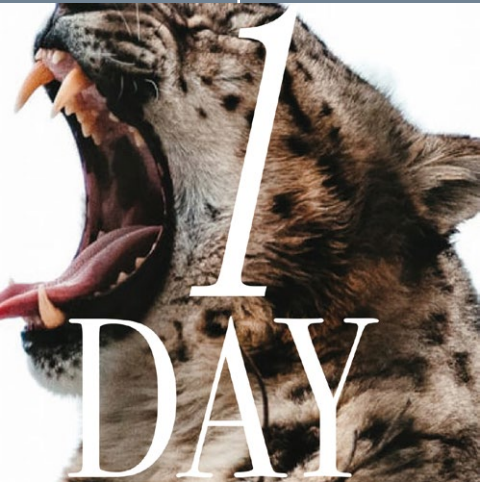
"I don't feel like an expat in Bahrain.  
I feel at home."

Respondent,  
InterNations Expat Insider Survey 2018

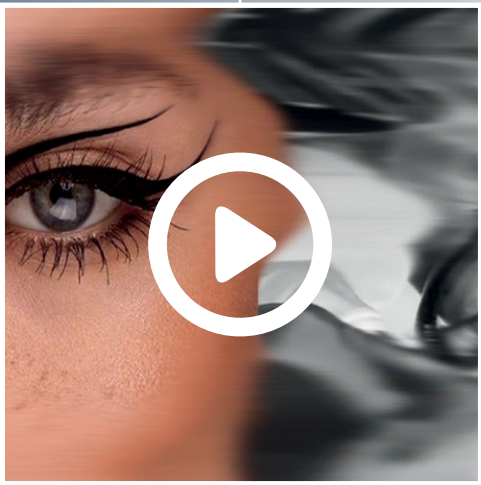
Instagram

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TEST EXAMPLES

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Simple image and statement example

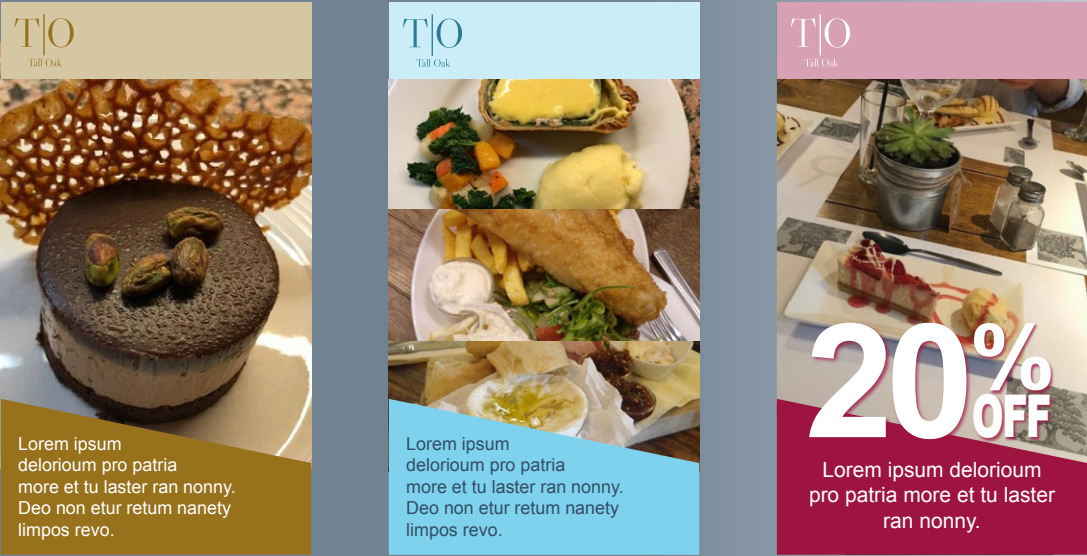


Multi-image example



Special Offer example

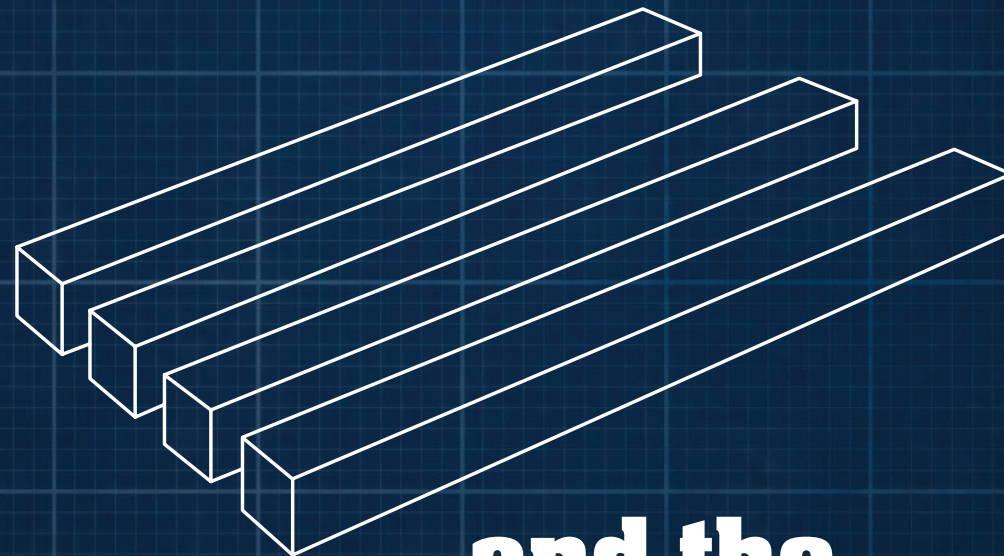
Instagram Story Posts



Hero image and statement example



“CHANGE  
the way  
*you*  
LOOK  
AT THINGS



and the  
**THINGS**  
YOU LOOK AT  
WILL CHANGE”