



**McMAHON  
KENNEDY**  
PARTNERSHIP

# **McMahon Kennedy Partnership DAC**

10% Secured Loan note



# Knowing where to invest is hard right now



- Inflation is on the rise and eating away at our hard-earned money.
- The stock market is indecisive, volatile, and hitting crash territory.
- Risky investments such as crypto-currencies are halving in value.

**SO WHERE DO PEOPLE PUT  
THEIR MONEY WHEN THE  
ECONOMIC CLIMATE IS GETTING  
TOUGH?**

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# Loan Note

Loan Note are a great way to alleviate risk and worry associated with more volatile types of investments.

Loan Note are a solid, fixed form of income during times of economic hardship.

Loan Note holders are paid out before shareholders should a company fold.



# Which is where we come in



McMahon Kennedy Partnership was set up with the express purpose of providing you with the opportunity to invest in one of the best loan note on the market.

We are an Irish-based Special Purpose Vehicle (SPV) offering an exclusive Secured Loan note.

Our mission is to offer a simple way for you to invest in fixed-income securities - allowing us to grow stronger together whilst changing the world of investments for good.

**BUT DOESN'T LOAN NOTE  
GIVE ME A LOW RATE OF  
RETURN ON MY MONEY?**

# Not our Loan Note



The **McMahon Kennedy Partnership Secured Loan Note** returns **10% per annum**.

For reference, this is a better return than the average U.K. stock, which has historically returned only 6.3% per annum\*.

Our 10% loan note also offers a higher return than the average U.K. corporate bond, which is around 6% per annum and which typically matures over a longer timeframe.

**SO YOUR LOAN NOTE MUST  
BE MORE RISKY THAN OTHER  
INVESTMENTS? RIGHT?**

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# Not necessarily



Our loan note is **Secured** - meaning that an independent party liquidates our assets to pay you out should the worst happen. This does not happen with shares.

## **Loan note tend to perform well when stocks are declining:**

- S&P500 is down -9.64%
- YTD, NASDAQ is down -14.29%
- YTD, Dow is down -7.40% YTD\*

# OK, So how do you plan to utilise my money and generate profit?



- Acquire a host of ultra-successful IFAs with high AUM.
- Invest % of AUM into ELTIF. Gain management % + other fees.
- Use our experience to grow IFAs + increase economies of scale.
- Boost revenue by allowing other funds to list on our platform.

# Financials



	Projected AUM				
	Year 1	Year 2	Year 3	Year4	Year 5
	£50,000,000	£70,000,000	£100,000,000	£120,000,000	£150,000,000
Number of Funds	7	7	7	14	14
Average AUM per Fund	£7,124,857	£10,000,000	£14,285,714	£8,571,429	£10,714,286
Gateway Platform Fees (£60,000 min per fund)	£420,000	£420,000	£420,000	£840,000	£840,000
Management Fees (0.35%)	£175,000	£245,000	£350,000	£420,000	£840,000
IFA Revenue (EBITDA)	£250,000	£250,000	£250,000	£250,000	£840,000
Yearly Revenue	£845,000	£915,000	£1,020,000	£1,510,000	£1,615,000
TOTAL PROFITS					
Total Revenue	£5,905,000				
IFA Acquisition Cost	£1,000,000				
Cost at 8% interest	£2,900,000				
Surplus after maturity	£2,005,000				
ROI	69.14%				

## Financial Reasoning

Price of an IFA = 4 x EBITDA

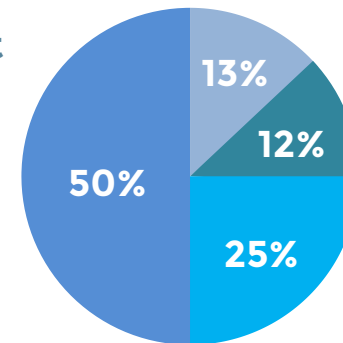
With a 2m Tranche, we would pay 1m for an IFA, meaning they would have a £250,000 EBITDA on average.

IFA AUM = 50 x Price

Therefore if Acquisition Price = 1m then AUM = 50m on average.


## Operational Costs Pie Chart

- Capital Assets and Setup Costs
- Salaries
- General Administration Costs
- Marketing Costs





**HOW CAN WE TRUST  
YOUR NUMBERS?**

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# Historic IFA Deals



## VENDOR

- Sole Trader - retirement sale following 35 years as an IFA.
- Location - London SE.
- FUM £55m recurring income of £190K.
- Majority of business with 10 HNW clients

### Deal Value - £625K

Deal value £625K Paid over 24 months.

## Acquirer

Growth orientated Regional IFA seeking a London presence through acquisition.

## VENDOR

- Legal Firm wishing to divest wholly owned financial services division
- Location - Home Countries and SE.
- £70M FUM and £60M FUI. Recurring income of £250K.

### Deal Value - £825K

Deal value £825K - Payment over 24 months with 70% as initial cash consideration.

## Acquirer

Growth orientated Regional IFA.

## VENDOR

- Multi-site Directly Authorised IFA.
- Ltd Company (Directors - Husband and Wife seeking retirement.
- Location - Devon. £70M FUM.
- Recurring income of £340K.

### Deal Value - £1M


Deal value £1M - Payment over 24 months with 50% as initial cash.

## Acquirer

Global Financial Services Institution.

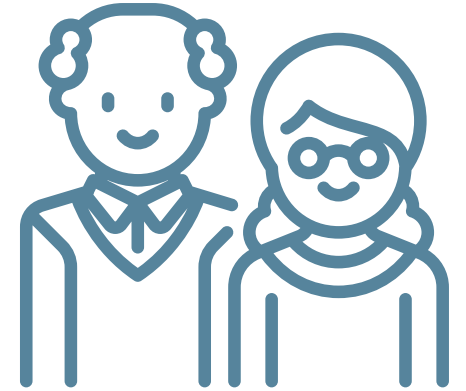
- All directly FCA- regulated UK IFA companies.
- Own significant AUM and existing revenue streams.
- Easily purchasable for 3x EBITDA.

**HOW COME THIS BUSINESS  
PLAN IS SUDDENLY SO  
LUCRATIVE?**

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# Our aging population



**Most IFAs are retirees with a strong existing client base that are ready to part ways with their business, thus:**

1. Greater supply = better prices for us to acquire.
2. Strong existing client base = guaranteed revenue for us.

Pair this with our fund platform development  
= a HUGE profit potential.

# The team



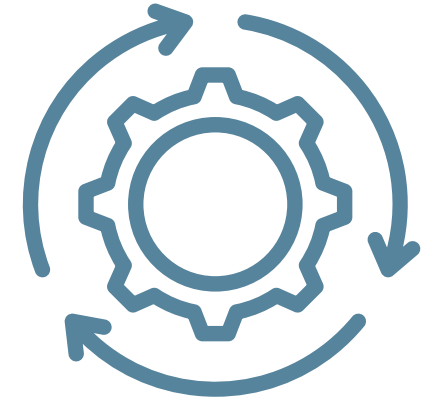
Loan Note Issuer  
Security Trustees & Registrars



**Dillon  
Eustace**

Legal Counsel

# Investment process



1. Review the Information Memorandum and seek professional investment advice should you need it.
2. **Request an application form, fill it out and return it to us.**
3. Application is reviewed and processed, and anti-money laundering checks are carried out.
4. **If checks pass, you will be requested to send your funds.**
5. Once accepted, investment is live and you will receive a certificate.
6. **Agreed interest payments of 10% will be paid to you annually.**
7. At maturity, your invested capital will be repaid in full.



# **SUPPLEMENTARY INFORMATION**

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# How is the loan secured?



- A security trustee is an independent entity that sits independently between the loan note holders (the investors) and the issuer. The security trustee's primary responsibility is that of acting impartially, but representing the interests of the loan note holders, especially if a loan note issuer fails to meet an interest (coupon) payment.
- If a loan note issuer fails to meet the payment terms to Loan note holders, laid out in the investor documentation, the security trustee has an obligation to act. The security trustee files a debenture on the lender's assets. The security trustee will liquidate the company, its remaining assets are then distributed fairly amongst the creditors.
- If the issuer meets the agreed payment obligations, the security trustee's role is effectively redundant. This is the ideal scenario for both the lenders and the debtor. The loan note holders wait for the loan note to mature and if all monies are successfully released to all loan note holders, i.e. the principle plus interest, the contractual agreement is fulfilled, and the issue ends. The security trustee is not needed to be called into action.

# Disclaimer

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MCMAHON KENNEDY PARTNERSHIP DESIGNATED ACTIVITY COMPANY,  
a designated activity company incorporated under the laws of Ireland (company number 775717).





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