

THE  
**SKY  
WAVE**  
DISTILLING Co.

INVESTOR  
INFORMATION DECK

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October 2024



Sky Wave is about carpe diem, seizing the moment, adventure and exhilaration.

Be a part of the next stage of this adventure.

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INTRODUCTION



Sky Wave is about carpe diem, seizing the moment, adventure and exhilaration. It is an ultra-premium range of gins and a vodka, for the drinker who wishes to rise above the rest.

Unable to find their perfect gin, founders Rachel Hicks and Andrew Parsons seized the moment and created their own – to reflect the adventures they have had travelling through skies and over waves to far flung corners of the globe.

The result is a range of sublime gins and vodkas which have won an incredible number of international awards in just five short years. The first, Sky Wave Signature London Dry Gin, was launched in 2018 and was subsequently named The World’s Best Contemporary Gin at The World Gin Awards. Other gins followed, also achieving the highest international accolades, culminating in Sky Wave being named Distillery of the Year 2024 by the prestigious Gin Guide Awards. The stable now also includes a selective range of fruit gins, also dry, never cloyingly sweet – Fruit Gin for Grown Ups™ - all winning the highest international accolades.

Sky Wave also produces a superb alcohol-free distilled spirit, and in 2024 Sky Wave launched their first vodka, Sky Wave Triple Distilled Vodka, which has already won a gold medal and been described as ‘a game-changer’ by renowned international spirits judge David T Smith.



# Sky Wave as a brand is all about adventure.

Founders and distillers **Rachel Hicks** and **Andrew Parsons** have both lived lives full of adventure – Rachel was a BBC journalist reporting from all over the world, and Andrew was an Army Officer and mountaineering instructor, a veteran of many global adventures.

The gin and vodka in our bottles reflects this ethos. Born of a spirit of adventure, our botanicals are sourced from the places we have travelled all over the world, from our Far East spices to our Moroccan coriander and our Eastern European juniper. We hope to inspire our customers to plan their next adventurous expedition or reflect on their travels as they sip our spirits.

## And what of the name?

As well as an evocative representation of our ethos of adventure, a Sky Wave is a form of long-distance radio wave, keeping us in touch with home as we travelled the world.

The gins and vodkas in Sky Wave's portfolio are unique. We rise above the ordinary, creating a premium range of spirits which sit head and shoulders above the competition in terms of flavour and quality.



# From Oxfordshire to the World

Sky Wave is the home of The World's Best Gin, awarded by the World Gin Awards.

The distillery is based in Oxfordshire, U.K., home to one of the world's finest universities and some of the greatest minds in history. Sky Wave Gin is yet another testament to the creativity and innovation of its home county.

Our range of seven sublime gins, a vodka and an alcohol-free distilled spirit has won an incredible 75+ international awards in just five years. All are created by Master Distiller, Andrew Parsons, whose skill has been recognised by the World Gin Awards which shortlisted him for the Icons of Gin, Master Distiller of the Year.

The secret to Sky Wave's incredibly smooth spirits is the slow and careful distillation in a bespoke copper still and the exceptional "nose" of our Master Distiller who has been likened to a perfumier.

Sky Wave uses Blenheim Palace Natural Mineral Water to give a unique creamy mouth feel. The Palace, birthplace of Sir Winston Churchill, is just 15 minutes from the distillery reducing road miles as part of our commitment to sustainability.



# Sky Wave was founded in 2018. It is born of global adventures whilst steeped in the creativity and innovation of Oxfordshire.

By Christmas 2018 it had outgrown its first still, Tilly, so a second, Tessie was purchased. (All Sky Wave's stills are named after the co founder's dogs.)

In 2019 they entered their first international competitions scooping a gold and a double-gold medal in quick succession.

Buoyed, they entered the World Gin Awards.....





# In February 2020, Sky Wave's Signature London Dry Gin was named The World's Best, just 18 months after launching. This rocked the gin world!

This cachet was a marketing dream come true - but on 22 March 2022 the world went into COVID lock-down and it seemed the gift had been snatched away. Undeterred, Sky Wave pivoted online, and achieved a **400% increase in turnover**.

They moved into a brand new, bespoke distillery in January 2021 with an even bigger still, Basca, and are expanding as you read this into a beautiful visitor experience centre and bar. **Sky Wave continues to grow and disrupt the craft gin market**, has entered the vodka space with a bang, and is on the cusp of even greater success.

**Sky Wave was named The Gin Guide's Distillery of the Year 2024**, beating hundreds of distilleries from 35 countries.



*The bespoke distillery is on a former WWII RAF base, quite by coincidence - but we believe it's serendipity.*

THE PRODUCT

From the moment Sky Wave stepped onto the international gin stage, it has been continually recognised with the highest accolades. With **76 global awards**, and currently holding the title of **Distillery of the Year**, we believe we are one of the most medalled distilleries in Britain. These are some of the judges' highlights.



*Well rounded & smooth*

The World's Best Contemporary Gin, World Gin Awards 2020

*Bright lemon zest, juniper & sweetness to balance*

Global Masters Award, The International Spirits Business 2020

*Outstanding finesse & complexity*

Silver Medal, San Francisco World Spirits Competition 2021

*Outstanding quality. Highly Recommended*

Score 93, The International Drinks Specialists 2022

*Exceptionally well made*

Global Gin Masters Awards, International Spirits Business 2020 & 2022

SKY WAVE NAVY STRENGTH GIN

*A game-changer*

International Spirits Judge David T Smith

SKY WAVE TRIPLE DISTILLED VODKA

*Great juniper nose & rich citrus flavours with good complexity*

Gold Medal, World Gin Awards 2022

SKY WAVE LIBERATION LONDON DRY GIN

*The highest scoring orange gin in the world*

The International Wine and Spirits Competition 2021

SKY WAVE ORANGE & MADAGASCAN VANILLA GIN

SKY WAVE SIGNATURE LONDON DRY GIN



FUNDRAISING TO DATE

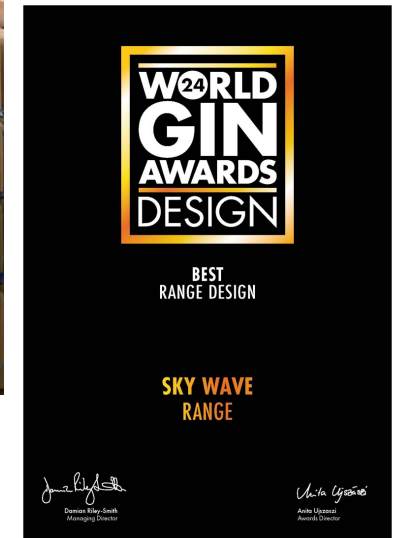
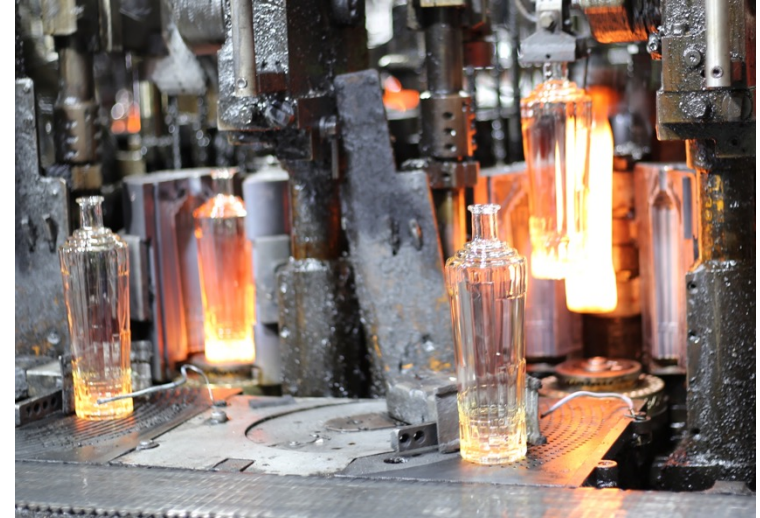
Crowdfunding so far has been used to produce **breath-catching bespoke packaging** to reflect the quality of the liquids inside and stand out amongst the noise. **Over £245k was raised, overfunded to 140%.**



# PROJECT HIGHLIGHTS



- New branding developed
- Bottle design finalised. Technical details for production approved
- Bottle manufactured in UK – 85,000 units produced
- Labels for whole range designed and printed
- Stoppers designed
- Courier packaging designed and produced
- Sales team grown
- New packaging launched November 2023
- ***In March 2024, Sky Wave was named the World's Best Designed Gin Range by the World Gin Awards***





ORIGINAL 2022 RAISE

# Exquisite design has transformed the image of Sky Wave.

Image and reputation is now aligned, and the subsequent growth will be remarkable. It is a truism that the first bottle is sold on the aesthetics of the packaging, whilst the second is sold on the quality of the liquid.

International judges continue to affirm the latter; we have now addressed the former\*.

Always drink Sky Wave Gin responsibly.

\*The Sky Wave range was named The World's Best Designed Range at the World Gin Awards 2024



SKY WAVE INVESTMENT DECK | 2024

ORIGINAL 2022 RAISE

# THE FULL SKY WAVE RANGE





THE MARKET

The 2020 value of the UK gin market was **£1.2Bn** with sales across all channels increasing by 22%. Over 75 million bottles were sold, an increase in volume of 15%.

Premium gin sales are even stronger. Volumes increased by over **17%**.

Premium gin growth is **x5 faster** than the total spirit market growth.

Gin is by far the UK consumers favourite drink, and the single most versatile cocktail spirit.

The market is huge: **110 Million** cases of gin were sold worldwide in 2024

Gin is the most consumed white spirit with **47%** of market.

All categories (London Dry and flavoured) are showing this growth, demonstrating the strength of the market across tastes and demographics.

LUXURY  
£40  
UK retail price

Luxury gin  
segment forecast  
CAGR **£5.6%**  
2021-2028

Luxury Gin Brands – some examples



**WGA:** World Gin Awards  
**IWSC:** International Wine and Spirits Competition  
**Gin Masters:** The Spirits Business Gin Masters

Nov 18: Sky Wave Gin Signature London Dry gaining market traction

**2018**

Oct 18: Sky Wave Gin founded with Signature London Dry Gin

May 19: Sky Wave Gin launches Raspberry and Rhubarb Gin – Fruit Gin for Grownups™

**2019**

Jan 19: Sky Wave Gin launches Navy Strength Gin – double Gin Master winner

Oct 19: Sky Wave Gin launches Spiced Apple Gin Liqueur

Jul 20: Sky Wave Gin launches Liberation London Dry Gin – WGA Gold Medal Winner

Nov 20: Sky Wave Gin launches limited edition cask aged gin – Gin Master winner, now completely sold out

**2020**

Mar 20: Sky Wave Gin Signature London Dry named World's Best Contemporary Gin, WGA

Jun 20: Sky Wave Gin branding evolved

May 21: Sky Wave Gin launches Orange and Madagascan Vanilla Gin - highest scoring orange gin in the world at the 2021 IWSC

**2021**

Jan 21: Sky Wave Gin moves into purpose-built distillery

Mar 22: Sky Wave Gin listed with Craft Drinks Company – national distribution  
 Oct 22: Sky Wave Gin launches Old Tom Gin. Scores 92 points at IWSC.

**2022**

Sep 22: Sky Wave Gin launches crowd funding campaign to align its packaging with its world-class spirits

Jan 23: Sky Wave Gin launches Sky Wave Zero – a unique alcohol-free distilled spirit.  
 Oct 23: Sky Wave in discussions with major supermarket chain.  
 Oct 23: Sky Wave in discussions with major new distributor with the potential to unlock London.

**2023**

Oct 23: Sky Wave Gin launches exciting new bespoke packaging – complete up-brand

Mar 24: Sky Wave White Horse gin is Craft Gin Club's Gin of the Month – 40k units.  
 Mar 24: Sky Wave secures distribution in Benelux.  
 Mar 24: Travel (Airlines, Cruise ships and Duty Free) distribution deal.

**2024**

Apr 24: Sky Wave Liberation London Dry Gin listed in Sainsbury Supermarkets  
 Apr 24: Major events contract signed with US tour operator

Sky Wave Gin achieves 76 awards in 5 years in international competitions

MARKET REACH



Sky Wave Gin is currently available across the UK and in outlets in France, Spain, Belgium, Luxembourg, Germany and Malta. We have just signed an importation and distribution deal in Benelux and are in discussions with an importer in Germany, Poland and Scandinavia.

The new packaging is highly attractive to high-end retailers and will leverage new and high-volume routes to market.

# Key Brand Achievements in the Last 18 Months (1):

- Launched Sky Wave Zero, a 0% distilled spirit for the burgeoning No & Low market
- New Contracts with Dutch travel agency and American Travel Agency bringing 600+ visitors this summer for Distillery Tours & Tastings
- Named Trip Advisor Travellers Choice Award Winner for the second year in a row for our Distillery Tour & Tasting
- Certified a Real Living Wage employer
- Up-branded with our 100% British made, bespoke 700ml lightweight bottle
- New Duty Free contract to supply London City and London Luton Airport
- Expanded premises to house more stock as orders grow
- Gin of the Month, the Craft Gin Club reaching 40k, continue to be stocked by them
- Listed in 52 Sainsbury's stores nationwide
- Achieved SALSA standard accreditation. Opens up access to larger retailers and on-trade chains who require it



## Key Brand Achievements in the Last 18 Months (2):

- Gained a new European importer and distributor, with further discussions ongoing with an importer for Germany, Eastern Europe and Scandinavia
- Launched new Triple Distilled Vodka, described as “a game-changer” by industry experts.  
Wins Gold Medal at The Global Vodka Masters 2024
- Launched a New Refill Service to cut waste and encourage re-use of our bottle.
- Launched second onsite bar – an al-fresco setting with wider food and drink offerings, attracting a different crowd.
- Growth in our Events Sector – with Cocktail Masterclasses launching this Autumn, bespoke event collaborations bookings up, and hosted our first wedding reception with more interest
- Named World’s Best Designed Range at the World Gin Awards (our second ‘World’s Best’ award)
- Named Distillery of the Year 2024, by The Gin Guide
- Hosted Nigel Mansell, Former Formula One Champion, at the Distillery
- Hosted a Royal Visit to the Distillery by HRH Prince Michael of Kent



## How We Will Use Additional Funds:

- Significantly expanding marketing to increase brand awareness and drive growth
- Supporting expansion into Europe and RoW
- Hiring an experienced London sales rep, doubling UK on- and off-trade sales
- Ongoing operations

## REVENUE STREAMS

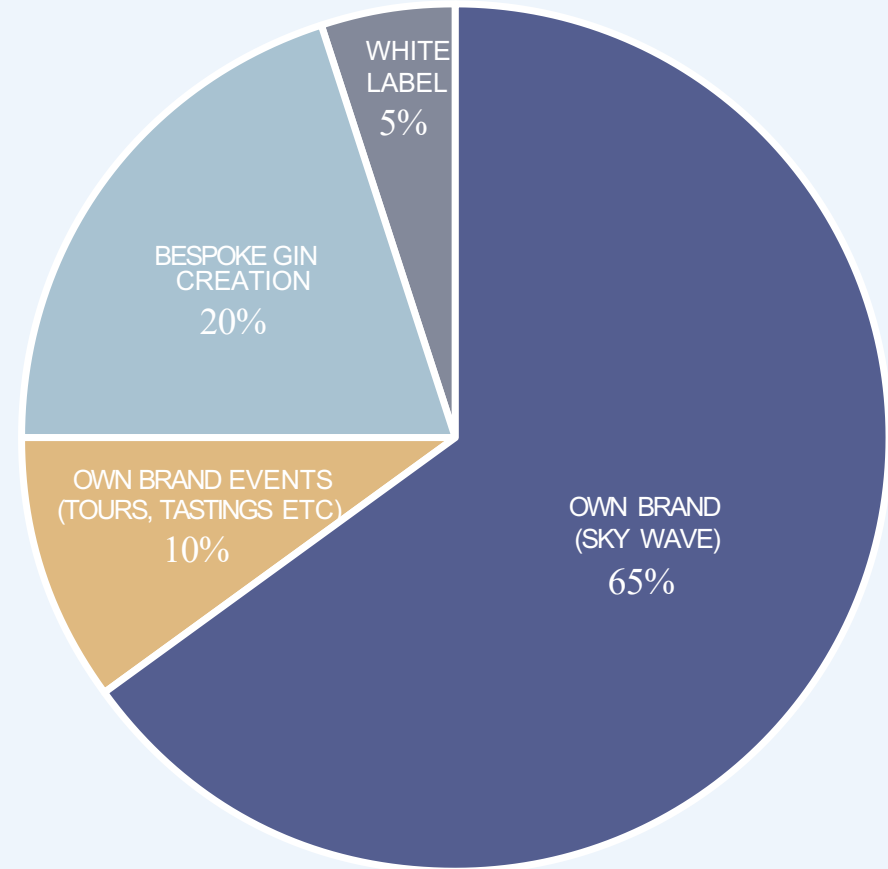
OWN BRAND (SKY WAVE)	65%
OWN BRAND EVENTS (TOURS, TASTINGS ETC)	10%
BESPOKE GIN CREATION <sup>1</sup>	20%
WHITE LABEL GIN PRODUCTION	5%

### Notes:

1 Sky Wave creates and distils award-winning products for external clients such as Blenheim Palace Gin, Birch Gin and Meadowcourt Gin. *Critically, we retain the ownership of the recipes.*

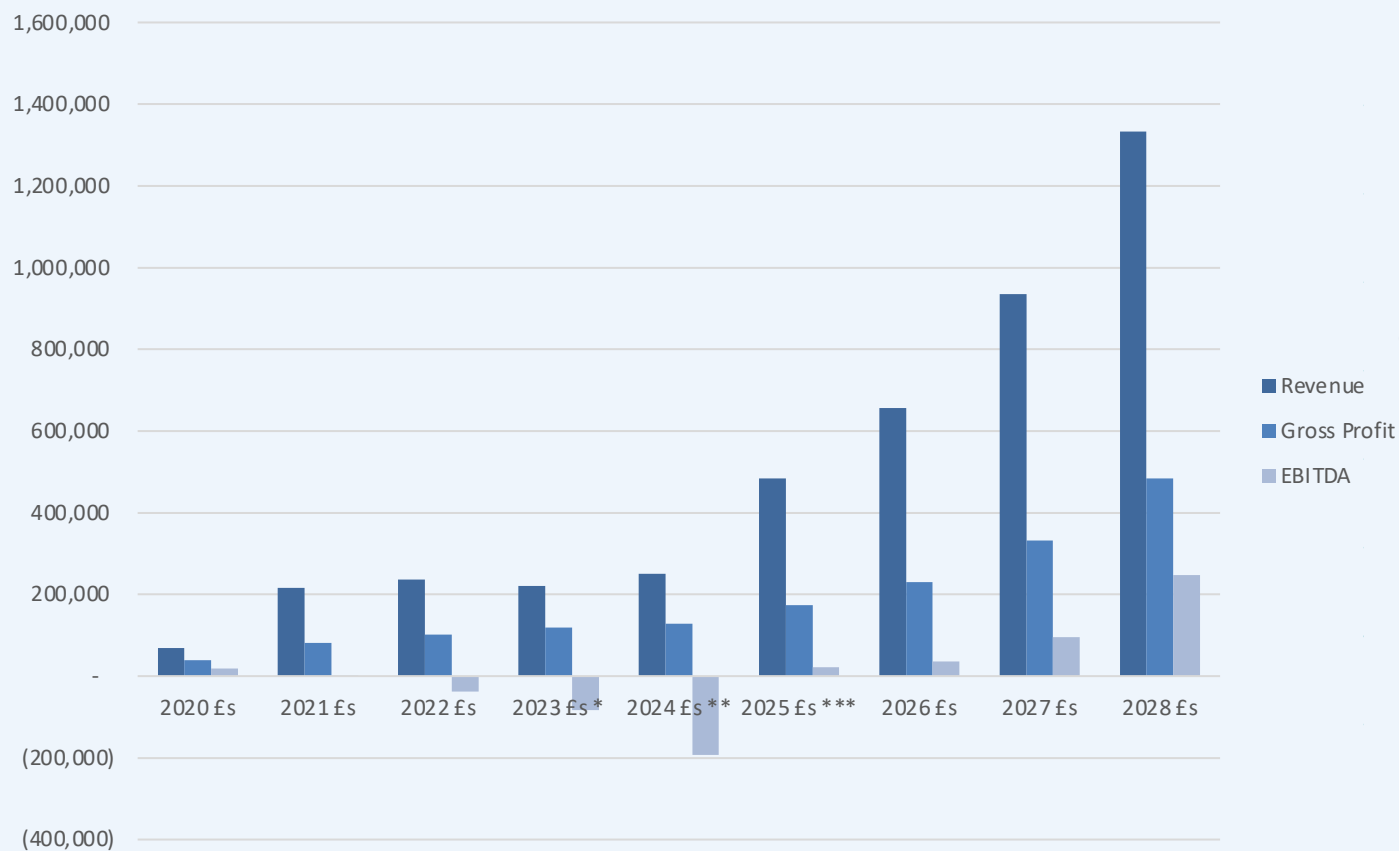
2 Sky Wave never rebrands our own Sky Wave spirits; however, we have a specific, separate gin we have created which we brand for clients who want lower volume orders and do not want to develop their own bespoke gin.

3 The Visitor Space and Bar is now a significant revenue stream within Own Brand Events.





# FINANCIALS



	2020 £s	2021 £s	2022 £s	2023 £s*	2024 £s**	2025 £s***	2026 £s	2027 £s	2028 £s
REVENUE	69,250	216,025	236,952	220,187	250,790	484,340	655,513	935,486	1,333,500
GROSS PROFIT	38,322	81,206	101,012	118,971	129,019	174,074	230,395	331,760	484,534
EBITDA	18,727	670	(38,421)	(82,698)	(192,852)	21,194	35,155	95,060	247,834

\*Net loss due to upfront costs of New Bottle Project, plus investment in new Visitor Space and Bar.

\*\* Investment for growth continues, including main costs of new bottle project (design, full bottle run purchase and additional equipment purchase) and further marketing activity

\*\*\* Projected growth commences driven by new packaging and supporting marketing activity

**VALUATION**  
**£1.75m**  
 based on Seedrs raise in Q4 2022

**EQUITY OFFERED**  
**15%**

**EXIT**  
 Strategic partnership or trade acquisition  
**3-5 years**  
 Potential multiple – 10.5x

PARTNERSHIPS

Sky Wave is proud to be in partnership with a number of prestigious clients, either as a supplier or event partner. These include:



The sector continues to see sound growth – especially at the premium end where Sky Wave is positioned.

Sky Wave is a highly innovative company leading the craft industry

*Thought leadership*

*Craft advocacy*

*85% female senior management*

*Numerous new products in various stages of development*

- *New, innovative flavours*
- *Contemporary takes on old styles*
- *'Low and no' offerings*

Sky Wave's gins and vodkas are clearly superb spirits - sublime packaging is now helping to drive double-digit growth.



CASE STUDIES

PERNOD RICARD  
acquired Ki No Bi in  
**2020**

CAMPARI GROUP  
acquired Bulldog Gin for US  
**\$58.43m**  
in 2017

BEAM SUNTORY'S  
acquired London-based  
distiller Sipsmith for  
**£50m**  
in 2016

**Silent Pool**  
acquired by  
William Grant and Sons  
**2023**

BROWN FORMAN  
acquired Gin Mare in  
**2022**

DIAGEO  
acquired Chase Distillery in  
**2021**

ONE GIN  
raised  
**£252k**  
in March 2022

SALCOMBE GIN  
raised  
**£1.62m**  
in April 2022

Sky Wave supports and promotes the spirit of adventure, so others can experience the exhilaration of stepping into the unknown. Sky Wave is therefore honoured to be partnered with The Rona Sailing Project, which shares our deeply held belief that the spirit of adventure should be available to all and that the benefits are immeasurable.

The Rona Sailing Project is one of the oldest, and is the largest, volunteer-based sail training organisation in the UK. Sky Wave specifically supports the training of volunteer Skippers, Mates, Watch Officers and Watch Leaders aboard the sail training boat, Lady Shona, through a donation from every bottle of Sky Wave spirits we sell.

*The Project, based in Southampton, runs a range of inclusive sail training voyages for individuals from diverse backgrounds and abilities. The money raised for the Project will help fund the sailing qualifications and sailing kit needed for the volunteers' training.*



# Sky Wave takes its environmental responsibilities extremely seriously.

From the very first day of trading, we have tried to ensure that all our our operations, carbon footprint, road miles and packaging have been as environmentally conscious as possible.

Here are a few examples:

Almost 100% of our packaging is recyclable; the only aspect that is not is the small shrink seal on each bottle, which is required by couriers to prevent leakage – but we are working on this also, investigating a corn-based product.

All of our production – distilling, bottling, labelling, packing and dispatch – is in the same building. This significantly reduces road miles – and our carbon footprint – compared to some competitors. When growth dictates that we need to outsource any elements, we will ensure we use local companies and/or electric vehicles for transportation.

We use locally sourced botanicals wherever possible.  
We avoid extra packaging, for example we do not use outer sleeves for gift boxes.

**Further examples:**

We use local water in our production processes, sourced from Blenheim Palace just 15 minutes away, resulting in fewer road miles than some competitors.

We've chosen to partner with local logistics company, Darcica, because of its sustainable credentials from electric vehicles for deliveries to providing monthly CO2 saving reports to show the positive impact our business choice is having on the environment.

We try to ensure that all our suppliers also use fully recyclable packaging. On the odd occasion when we are sent plastic packaging, we reuse it to prevent the scourge of single use plastic.

Our brand-new bottle is: 1. Lightweight by design, at only 650g, saving huge amounts of energy and CO2 in shipping costs; 2. Is manufactured in the UK, not the Far East, saving significantly in transport miles, and CO2 in production and delivery to the Distillery.

**DISTILLERY ADDRESS:**

The Sky Wave Distillery  
The North Tanker Sheds 105  
Bicester Heritage  
Buckingham Road  
Bicester OX27 8AL

**T** 01869 713813

**W** [skywavegin.com](https://skywavegin.com)

**E** [info@skywavegin.com](mailto:info@skywavegin.com)

**Instagram** @skywavegin\_

**Facebook** @skywavegin

**Twitter** @skywavegin

**REGISTERED COMPANY ADDRESS:**

The Sky Wave Distilling Company Limited  
Cheveley  
Ardley Road  
Bucknell  
OX27 7LU

Company Number: 11929772

HMRC licence numbers available on request

Directors:

Katharine Rachel Hicks | Andrew John Parsons





Sky Wave has proven that it has some of the best liquid in the world. We have now matched that with some of the most beautiful packaging.

As we move forward with this exquisite look, additional funding will be used to create further market reach and help to drive growth even higher, bringing this most elegant of brands to the attention of the on- and off-trades across the UK and Europe, and to wider export markets.

Join us.  
**Carpe Diem**

