

PSG . INVESTMENT NOTE.



AL FATAH CAPITAL

by Penta Squad group

Amazon UK Brand Portfolio

A structured equity participation opportunity in a consolidated private-label portfolio, combining current operating economics with a **30-month** brand expansion strategy.



What You're Investing In

1% Ownership in an Established Amazon UK Portfolio

50 active private-label brands. 25 more planned. One growing portfolio.

Own a 1% stake in a company operating an established portfolio of private-label brands across Amazon UK. With 50 brands already running, the next phase focuses on adding 25 more brands over 30 months, expanding the portfolio and its underlying business value.

As a shareholder, you own a defined portion of the company and participate in the economic performance of the portfolio — including its profits and potential growth in value.

US\$30,000

SUBSCRIPTION FOR 1%

US\$3.0M

REFERENCE VALUATION

30%–34%

TARGET ANNUAL
DISTRIBUTION

30 Months

GROWTH HORIZON

Two Ways Your Investment Works

01

Profit Distribution

US\$9,000 – 10,200

target per year on a 1% holding

Paid quarterly or semi-annually from realized, distributable profit, after tax, inventory commitments, operating needs and board-approved reserves.

02

Value Growth

25% – 50%

indicative value of 1% at target

If the portfolio reaches the US\$4.5M management valuation target, your stake rises by about 25%-50%. This is separate from, and in addition to, distributions.

Investment Economics

YOUR 1% POSITION

US\$30,000

Initial capital required

1.00%

Equity ownership

25%–50%

Indicative value of 1% if the US\$4.5M target is achieved

Distribution election

Election	Cadence	Target %	Illustrative amount
Quarterly	4 windows a year	7.5%–8.5%	US\$2,250–2,550
Semi-Annual	2 windows a year	15%–17%	US\$4,500–5,100
Annual equivalent	12-month target	30%–34%	US\$9,000–10,200

Cadence is chosen at onboarding. It changes only the timing of distributions, not your economic entitlement.

How to read the 30%–34% target

It is a management distribution target, not a fixed coupon. Distributions come from realized, legally distributable profit after tax, inventory commitments, operating requirements and board-approved reserves.

Financial Basis of the Opportunity

These figures come from the management workbook for the Amazon UK portfolio. They are pre-audit and will be reconciled to Seller Central and statutory accounts before closing. Consolidate the initial 50 brands and add 25 more, building toward 75 actively operating brands."

£2.831M

MODELED ANNUAL SALES

Source workbook

£911,895

MODELED PRODUCT
PROFIT

Before normalized tax / full
cost review

£865,415

MODELED OPERATING
INCOME

After stated salary &
warehouse cost

£2.280M

MODELED PORTFOLIO
VALUE

2.5× modeled product profit

Portfolio Strategy:

Consolidate qualifying assets and build toward 25 actively operating brands.

Capital Discipline:

The distribution target sits below full modeled earnings to preserve reinvestment capacity.

30-Month Value-Creation Roadmap

Starting with 50 brands, expanding to 75.



0-6 MONTHS

Consolidate

Bring qualifying trademarks, operating rights and inventory under the selected holding structure. Strengthen inventory coverage and reporting controls.



6-18 MONTHS

Scale

Increase depth in proven SKUs, activate additional brands, and optimize suppliers, PPC, conversion and marketplace execution.



18-30 MONTHS

Expand

Reach 25 actively operating brands and pursue a management valuation objective of approximately US\$4.5M.

Illustrative Equity Value at Target



Today · US\$3.0M valuation



Target · US\$4.5M valuation

25%–50%

indicative increase in share value if the management valuation target is achieved.

This is separate from profit distributions and is not a guaranteed liquidity or exit value.

Proposed Investor Framework



Equity Rights

1% ownership represented in the finalized cap table and governed by subscription and shareholder documentation.



Reporting

Quarterly investor reporting on sales, operating performance, inventory and distribution decisions.



Distributions

Quarterly or semi-annual election, subject to realized distributable profit, reserves and lawful declaration.



Capital Discipline

Working-capital and inventory needs are met before distributions to protect portfolio continuity.



Governance

Board-approved policies for related-party payments, capital deployment and investor communications.



Due Diligence

Trademark title, Seller Central data, tax position, inventory and normalized earnings verified before close.

INDICATIVE TERMS | SUBJECT TO FINAL LEGAL, TAX, ACCOUNTING AND CORPORATE DOCUMENTATION

Important Disclosure

This is a management-prepared, pre-audit summary. The 30%–34% distribution range and the US\$4.5M valuation are targets, not guarantees. Actual distributions and share value depend on business performance, lawful dividend availability and final legal and accounting verification.

Investors should obtain independent advice before investing.



Thank you

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