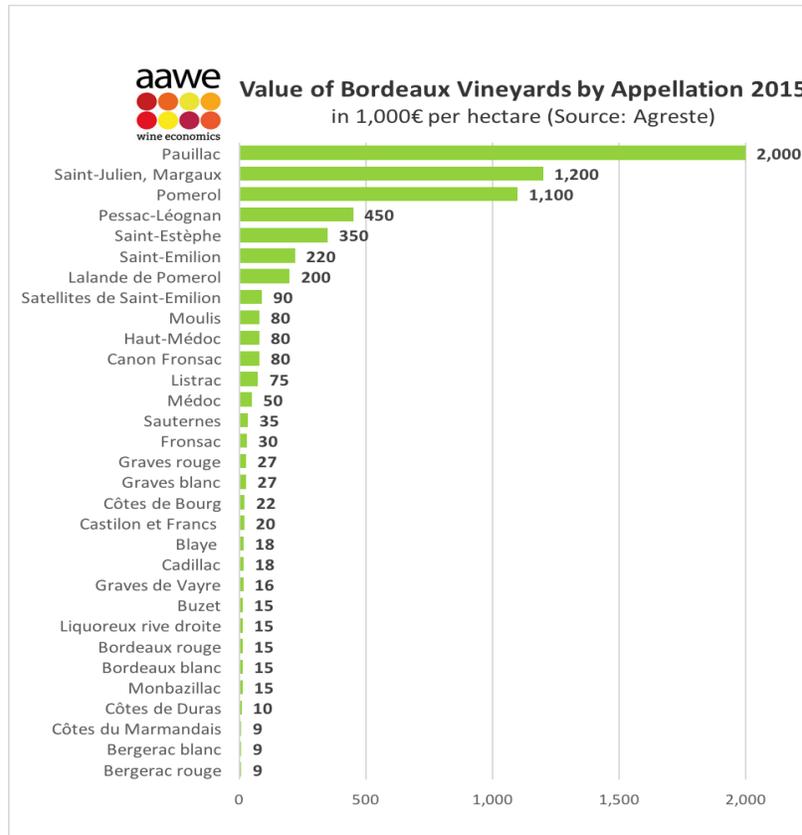




www.bergeracwine.com

## The case for investment in Bergerac Wine Holdings



Lack of marketing, since the establishment of the new appellations in 1936 - Saint Emilion, Bergerac et al, have left Bergerac and its surrounds as the regional poorer cousins.

However, as global warming starts to effect the lower regions of Bordeaux, we expect to see the eastern-most appellations, with higher altitude and different, cooler weather patterns - Bergerac, Duras, Marmande, Monbazillac, to increase significantly in value.

Bergerac, a hardly-known appellation in the Bordeaux region, suffers from very poor marketing, and hence suffers low demand for its terroir!! BWH was readily able to register www.bergeracwine.com, register 2 companies in the UK (with with the name Bergerac Wine), and the region is well-known to the Dutch and British (1400+ direct flights to Bergerac per annum). Yet Montravel, where two of our acquisition targets are based, is 30km from Saint Emilion, nearer than Saint Emilion is to Bordeaux, and has the same terroir and altitude. Cost of land - Euro 10k per hectare, bottom of the league table, yet the wines win awards year after year.

Our strategy is to couple tourist awareness with wine awareness, and build sales and marketing channels marrying the two concepts. The regional management and business savvy of Bergerac is sorely lacking, indeed almost depressed, yet the chateaux, the wine, the climate, the affordability make for an excellent investment proposition.

Using social media, pro-active marketing, web and other media channels, and international net-working, we aim to change this league table in our favour. Already American and Chinese buying interest is developing in the local real estate market (the Brits have already arrived!!), and we are seeing a shift in buying interest away from the relatively overpriced terroirs and household names towards Bergerac. Global warming has resulted in 2 heatwaves in Bordeaux (2015 2016), which is causing wine-makers problems and is forecasted to worsen in the future, whereas the higher altitude Bergerac region enjoys cooling breezes from the Massif Central region.

The last 2 years are the hottest on record worldwide.. <http://news.sky.com/story/2016-set-to-be-the-hottest-year-on-record-10657248>. " **Preliminary data for October suggests temperatures remain high enough for 2016 to be on track for the title of hottest year on record, beating 2015.**" (Source - SkyNews)

**David Mapley, CEO Bergerac Wine Holdings PLC.**