

FIELDSPORTS CHANNEL

SINCE 2009

**SHARE
OFFER
INFORMATION**

Selling shares in our company
to you, the viewers.



SHARE DOC

SUMMARY

FIELDSPORTS CHANNEL – IT'S A YOUTUBE CHANNEL RUN BY MEDIA PROFESSIONALS PRODUCING HIGH QUALITY TV FOR THE WORLD'S HUNTERS, SHOOTERS AND FISHERS. OUR FILMS ARE USED BY TV NETWORKS ALL OVER THE WORLD, AND WATCHED BY MILLIONS ONLINE

Since 2009, our weekly show has become a trusted hunting and shooting platform for viewers and brands alike. Our likeable, capable on-screen stars have educated and entertained. We want to continue doing this, but bigger, better and stronger. And that needs you.

The way we make money is by brand advertising. That limits us to certain projects. We don't get backing for falconry films, ferreting, or even some target shooting events. And we are not sponsored to tell stories that highlight the people, groups and politicians who want to stop us from hunting, shooting and fishing.

It's not all doom and gloom.

Because we've been a free, loud and proud platform for fieldsports for nearly a decade, we have a big online presence. We reach more than 8 million* individual viewers on YouTube, we have more than 175,000** YouTube subscribers, and our films now receive between 1 million and 2 million views a month**, totalling more than 100 million views since 2009.

Positive promotion of hunting has been the best form of defence. Undoubtedly the anti hunters are well resourced and determined. The hunting and shooting organisations are doing an incredible job arguing against them, especially in print, TV and radio, but the internet remains a problem. And that needs you and us - and 2018 is where it starts.

So, what's the plan? Well, we are going fund this initiative by selling shares in our company, Fieldsports Channel, to you, the viewers.

By backing us we can educate and promote our

sports, lifestyles and cultures across the world. With your support we can react to fake news online and an ill-informed, inflammatory media, wherever it emerges.

You will get a real stake in the company and a say in what films we make. You'll also get club kit and merchandise, plus we'll hold stakeholder events at game fairs, country fairs and the regular get-togethers that all walks of the fieldsports community hold, to hear what you have to say. However, we will continue to act as a business as we want all of us to see a return on our investment.

The opportunities are truly global. You might like our flagship show *Fieldsports Britain* but think we should be making *Fieldsports Australia*, or *Fieldsports France*. Maybe you are worried about the release of wolves or other large predators as part of a local rewilding project. Perhaps you're concerned about the world's lack of connection with its countryside. The issues can be localised or national, but we can be a first line of defence.

We will be using the money we raise from this share offer to programme development to support the shooting community. We already do as much of this as we can afford. With your help, we will be able to do much, much more.

Buying shares could not be easier. We are not paying hundreds of thousands of pounds euros or dollars to consultants in this share offer. Go to fieldsports.encystry.com and have a look.

*as at 7 February 2018, viewers of Fieldsports Channel videos in previous 540 days. Source: Google.

** Source: YouTube

What is a DPO?

A direct public offering (DPO) is a share offer like an 'initial public offering' (IPO). IPOs have to be done via stock exchanges. We figure why use a stock exchange when we have a website? And why try to explain Fieldsports Channel to a bunch of City investors when we have millions of viewers who already understand it?

Why are you doing a DPO?

It's the best way to get a lot of people a lot more engaged in our mission to promote fieldsports. We reach millions of people via YouTube – including plenty who don't hunt, shoot or fish but want to find out more about it. The wider media finds most of its anti-hunting stories online. We are in a good position to show the world the benefits of fieldsports.

Why now?

Unless someone does something quickly, we are going to see more Cecil The Lions and more Exmoor Emperors. We won't stop all those stories, but we can react quickly to them, and we can put out positive media about fieldsports to try to ensure those stories don't make the cut in the wider media. The shooting sports industry have been superb supporters of Fieldsports Channel – but they want films that market their products, so plenty of hunting sports are in danger of being left out.

Who's the team?

Charlie Jacoby has a background as a shooting magazine editor and David Wright was an ITV news producer before they set up Fieldsports Channel and launched the first Fieldsports Britain on the Glorious Twelfth, August 2009. Commercial director James Westbrook's back ground is in shooting magazine advertising sales. We are a small team, whose main costs are mileage, flights and B&Bs.

Is it so Charlie can head off into the sunset?

No. It's a way to help Charlie, David and James work harder. It will give us the resources we need to put out great hunting stories, and it will help underpin the work we do for brands, which is how we make money. If we wanted to pack it in, we would sell out to another media company.

Why doesn't Fieldsports Channel pay for these projects?

The mainstream media channels often support celebrity viewpoints that are anti-fieldsports, and are able mobilise large media teams. We have countered their views in our programming, but we have to fund the costs of our cheap flights and B&Bs somehow. To date, this has been out of our own pockets. Other celebrities support fieldsports, from the taking part, to the enjoyment of the produce on the table.

What powers do I have as a shareholder?

You get voting rights: one share = one vote. If you buy a lot of shares, you get a place on the board, but you will need to have a chat to us about that. Owning shares in Fieldsports Channel means you can come to Fieldsports Channel shareholder events, meet the team, or just ring us or email us – and tell us what films we should be making.

Is it a real investment, are they real shares?

Yes it is and yes they are. Fieldsports Television Ltd founders Charlie Jacoby and David Wright will own 140,000 of a total of 300,000 shares. 160,000 will be made available for viewers to buy. We will run the company on a sustainable financial model as we have been doing for last eight years. Our primary focus remains to make high-quality, interesting and informative TV on all matters fieldsports. Please think of your return as a viewer and participant, rather than financial. If we pay a dividend, you get a dividend. We will produce audited accounts.

What if I want to sell my shares?

We are looking at ways to sell your shares for you, probably via a bulletin board. We will keep you updated on this via FieldsportsChannel.tv/shares



Fieldsports Channel plc risk factors - important

You should read the Share Doc in full before deciding whether to invest and bear in mind the risks of investing, such as:

- The value of Fieldsports Channel shares can go down as well as up and, if you invest you might not get your money back. Past performance is not necessarily a guide to future performance.
- Before making a decision, think about whether investing is right for you and don't invest more than you can afford.
- Fieldsports Channel plc is not listed on a stock exchange. As we are not listed we are also not subject to all the rules and regulations which apply to listed companies.
- It is our current policy to pay dividends but we will also reinvest profits to fuel further growth.
- Nearly half of the shares in Fieldsports Channel are owned by our founders and staff. As such, they may be able to vote decisions through at general meetings, even those which investors in the offer, as minority shareholders, might disagree with.
- The directors have the right to refuse to register any transfer of shares. This means we can prevent anti-hunting organisations from buying shares in Fieldsports Channel

We're aiming to raise up to £1.6 million

- The offer will close at the discretion of the directors.
- Shares cost £10 each, and the minimum investment is 1 share for £10. Thereafter additional shares may be subscribed in blocks of one costing £10 each.
- The offer isn't underwritten by anyone.
- The total costs of making the offer we estimate as £30,000 so the net proceeds should be £1.57 million with 160,000 new shares issued if we're fully subscribed.

What should you do before deciding to get involved?

- Read this Share Doc
- Make sure you understand the risks of investing– the risk factors are at the start of the Share Doc

How do I go about investing?

- You can visit fieldsports.envestry.com, sign up, log in, view documents and, if you like them, pledge.
- Please note, this offer is not open to investors from the USA, Canada or Japan

Risk warning: investments of this nature carry risks to your capital as well as potential rewards. Approved as a financial promotion by Envestors Limited. Which is authorised and regulated by the Financial Conduct Authority (No. 07236828.)



Fieldsports Channel puts a camera on an eagle to film it hunting