

ARTHUR BEALE

Established 400 years

Arthur Beale Investment Summary

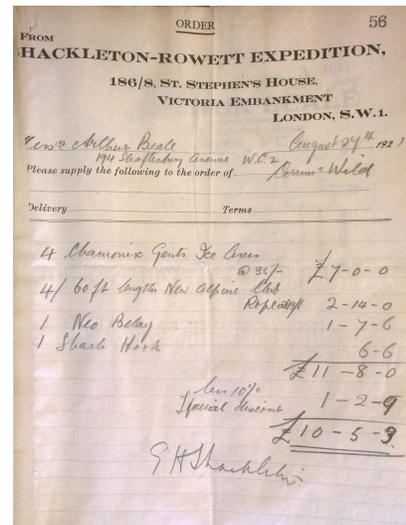
by Alasdair Flint

Background 1500 - 2014

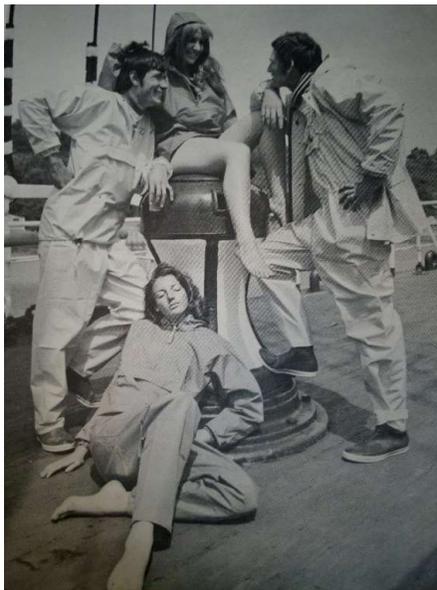
Arthur Beale is a Yacht Chandler based in the centre of London. Grace's Guide to British Industry lists Arthur Beale as being established circa 1500 making it one of Britain's oldest companies if not the oldest. Originally a Rope Maker set up by John Buckingham, they gained a reputation for making fine quality lines including the renowned Alpine Club Rope which was used by climbers throughout the world. Our extensive archives have letters and orders from famous mountaineers and explorers including order forms signed by Sir Ernest Shackleton.



In 1864 the Alpine Club of Great Britain tested 100 ropes. Only four survived the test. All four were made by Arthur Beale who won the contract as sole makers of Alpine Club Rope.



An order form requesting Alpine Club Rope, Ice Axes and Pulleys from Sir Ernest Shackleton.



The company focussed on yacht chandlery during the 20th century and had branches on the South and East coast. During the 1960's yachting was no longer the preserve of the upper classes, with the introduction of kit boats such as the Mirror dinghy everyone was able to enjoy sailing.

Arthur Beale thrived until the 1990's when failure to adopt modern practises left the company a relic of the past with fewer and fewer customers.

A stylish fashion shot from an old Jack Holt catalogue!

The Last Four Years

In 2014 I visited the shop with my colleague Gerry Jeatt and we were shocked to find it was about to shut its doors forever. As a keen yachtsman who has known Arthur Beale since the 1980's I felt the old establishment was worth saving. Within weeks we had purchased the company with a view to save it for the future. The shop had one computer which was used once a year to submit the tax return. There was no email nor website and the accounts were hand written. There was clearly a lot of work to do!



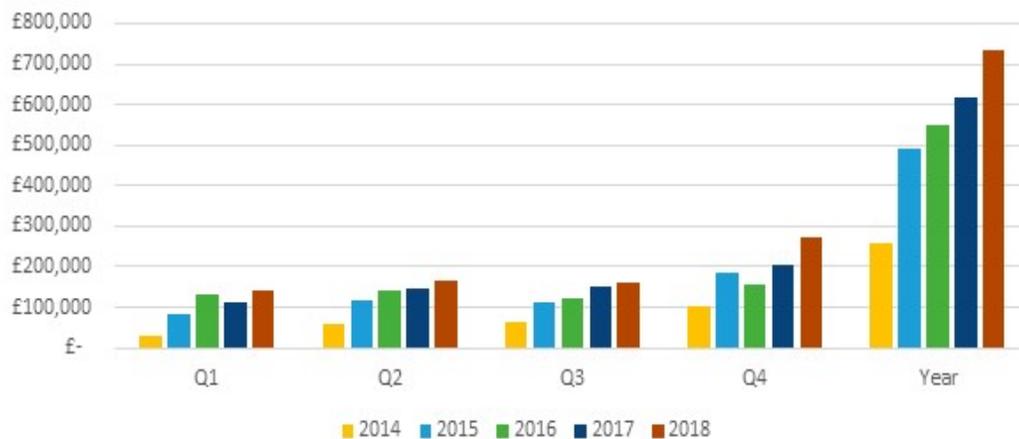
Some modernisation was going to be needed!



Armed with mugs of tea we set to work!

A website, an email address, and some modern accounting systems were quickly installed. The shop was restocked and redecorated, events and classes were held, and the shop window display was regularly changed. In just four years the turnover quadrupled from £152k to around £700k and the company once again became profitable.

Sales



The Plan for the Future

We quickly realised that we were sitting on a very valuable unmonetized brand. When we displayed our new zipper bag, emblazoned with the Arthur Beale logo, it sold within minutes.

Now we have sold over 1,000 Arthur Beale Zipper Bags.



Our Heavy Canvas Zipper Bags fly out the door!

Two years ago, we designed and produced a range of oiled wool pullovers made without bleach or dye. With minimal publicity our pullover sales have soared to £75k with orders being sent out worldwide.



Our biggest selling items of clothing are the Arthur Beale Beerenberg Pullovers. They are available in Natural Cream, Welsh Grey (as shown) and also from wool from Black Welsh Mountain Sheep.



We are now seeking investment to launch the Arthur Beale brand to a wider audience. We believe our truly authentic London yachting brand, with links to exploration and adventure and a 500-year history, is a powerful selling point. We have plenty of ideas - from a greatly enlarged Classic Clothing Range to Bronze Ice Axes, from Arthur Beale Rum to Specialist Tools and Equipment.

We need investment to promote our on-line presence and to integrate their systems. We need to hire specialist staff to design and source new products and we will need more space and facilities to cope with the increased turnover. We have created a five-year plan which could result in the Arthur Beale brand being globally recognised and synonymous with authentic nautical quality.

Our Proposal

We have valued the company at £750k and propose to sell a 49% holding to raise £367.5k. Each share will cost £75.00 with a minimum purchase of ten shares. We are looking for investors who will have a genuine interest in the company. Ideally, they would help to contribute to the company's success by offering ideas and advice. We will be offering a Share Holders Discount Card as well as the opportunity to attend a special Arthur Beale AGM – think of sailing barges and rum sampling rather than spreadsheets and PowerPoint! With a fair wind we believe the opportunity is there for Arthur Beale to be a massive success.

The investment campaign starts on 1st March. More details will be available on our investment website.

arthurbeale.london

Register your interest by emailing invest@arthurbeale.co.uk

