



## Company Profile

Promoters of Physical Assets



**Velvet Assets**

## About Us



Velvet Assets are boutique promoters of alternative asset-classes, based in Sydney, Australia. The team members of Velvet Assets have a long history of promoting physical assets such as property, fine art, precious metals, coloured diamonds and other hard assets.

For years with people looking to add safe assets such as gold & silver, fine wine, fine art and agricultural land to their holdings. These asset-classes have performed tremendously, even during the recent turbulent times.

Our focus is on hard-assets which the client owns and manages directly. Products offered by Velvet Assets allow investors to fully control the underlying assets. We believe this helps to spread risk and increase safety.

Velvet Assets source alternative products that are ethical and sustainable and introduce them to you.

## Our People



Our core strength is 'Our People', a team of dedicated professionals and client managers with extensive backgrounds in alternative markets who are able to provide insight to hard assets.

With innovative ideas and foresight, our highly competent team at Velvet Assets is committed to delivering quality products and to its individual and corporate clients worldwide.

Our team is dedicated to building intellectual growth and maintaining cordial relations with our ambitious clients.

## Our Vision

Our Company's vision is to be recognised as a complete one-stop shop for people looking to add hard assets to their name.

We seek to capitalise on lucrative opportunities and deliver high-end services to a wide range of investors and business enterprises across the globe.



## Mission Statement

We endeavour to create landmarks in different facets of hard-assets and to be recognised as the leading provider of high quality services in the global arena.

This includes adopting an ear-to-the-ground approach towards global solutions with an eye on future trends.

# Products



Velvet Assets offers an exclusive platform to a spread of assets that can show diversity and direct participation in ethical, social and environmental activities, which are changing our world. We provide opportunities in a range of products, not found in the mainstream.

Velvet Assets has been at the forefront in providing the platform to direct ownership of hard assets to enterprising individuals, taking a truly international view of both asset pricing and asset potential. We are a promoter of several asset classes that offers you the opportunity to participate in a truly ethical product with social and environmental benefits.

We have several specialist commodities available, read on to find out more or call us and speak with a client manager who can talk you through the asset classes and find the best product for you.

## Commercial Property



The UK's Self Storage Companies have seen the highest growth and highest yielding returns within the commercial property sector in the last decade. Velvet Assets are proud to offer the first affordable self-storage commercial property investment to be released into Australia.

You have the opportunity to purchase a long-leasehold on a storage unit, then have the option to enter into a 6 year agreement to sub-let their 'storepods' to the product provider, who will then sublet the units, under license, to end users.

The industry has grown steadily for more than 30 years and is now worth an estimated \$15bn per annum, and despite the maturity of the market, the US market continues to grow by 10-15% per annum (based on net lettable space).

- The provider will pay owners a fixed rental return of 8% for the first two years
- After two years, and every subsequent two years, the provider will offer owners a further two years at a fixed rate
- The new rate offered will be higher than the previous rate
- The buildings and contents are covered by a full comprehensive insurance policy from Brit Insurance a subsidiary of Lloyds of London
- The property is registered in the investor's name on a single title deed at the UK Land Registry
- This is a UK investment covered by UK regulations and UK law
- The rental returns of 8% are guaranteed for the first two years.

## Commodities: Coloured Diamonds



The popularity of diamonds has steadily risen since the 19th century as a result of successful marketing strategies. Approximately 20% of mined diamonds are used in jewellery and 80% for industrial uses (such as lasers, drill parts and surgical equipment). While white diamonds may be considered rare, coloured diamonds are so atypical and uncommon that it is extremely unlikely that you could ever find two coloured diamonds exactly the same; giving each stone a true uniqueness.

Coloured diamonds are continuing to climb in value as the market realizes that the supply is dwindling. The Rio Tinto's Argyle mine, which produces more than 90 percent of the world's natural pink diamonds, is expected to be closed before 2020.



**Precious Metals**



**Gold**



**Silver**

There are two main reasons people purchase gold and other precious metals: security and capital appreciation. A common motivation behind holding precious metals or other physical assets is to increase the security of wealth.

By security, we mean protecting your hard-earned money by purchasing in a “hard asset” that has a track record of retaining value.

Like any collector, you’re sure to have an opinion on the likely direction of the gold price.

Although there are no guarantees with any asset class, there’s no doubt that precious metals have enjoyed a remarkable bull run over the past 12 years. Gold prices have gone from under \$500 to over \$1500 in Australian dollar terms, up over nine per cent per annum on average since the turn of the century.

Spreading your risk is the hallmark of the prudent investor. Many people spread their risk over asset classes such as shares, fixed interest and property but a growing number of portfolios now include gold or silver ownership.

Gold especially, will often act as a hedge against declines in other asset classes in times of market stress such as the markets have been during the late 1980s and again with the Global Financial Crisis in 2007 and 2008.

As the US Government prints money to try to revive their economy, paper will become more and more worthless so the price of gold is rising, as you cannot print gold.

As a metal, silver is gaining rapidly in popularity. Silver is not as rare as gold, so it is worth less by weight. But like its yellow counterpart has a history as a store of wealth. In many countries, silver coins (and later, coins containing silver in alloy) were the basis of currency. These days, the main investment units are pure silver coins or silver bullion to 99.9% purity (three nines).

Those people who want to put money into precious metals have increasingly been turning to silver as the “cheaper alternative” to gold because of its affordability. Although the white and yellow metals often trade in tandem, silver’s movements can be more extreme.

## Platinum



Platinum is truly a ‘precious metal’ – platinum is the rarest of the precious metals and its rarity as a metal has caused advertisers to associate it with exclusivity and wealth.

According to some, platinum is considered a precious metal, although its use is not as common as the use of gold or silver.

Platinum is known as “high-octane gold,” for its stronger price moves and prospects for a higher upside. Buying platinum is an easy way to invest in worldwide economic growth because the metal is essential to the economies of many industrialized nations.

Historically, platinum prices run in tandem with the precious metals group (gold, silver, platinum and palladium), although Platinum usually leads the other metals in any valid new bull move.



**Palm Oil Crude**

Oil is a very liquid market in more ways than one, and is as easily traded around the world as gold and diamonds. It is one of those assets that can quickly be turned to cash, and the investment opportunity here takes full advantage of the ability to trade quickly.

Palm Oil makes up nearly 50% of edible oils consumed worldwide. Apart from being a popular ingredient in African food, palm oil has one of the most versatile uses of any plant product. The global palm oil market is worth hundreds of millions of dollars every year.

As the largest consumed vegetable in the world, both production and consumption of palm oil is growing annually. This obviously makes trading crude palm oil futures a potentially lucrative undertaking.

#### **Your investment will bring:**

- Goldman Sachs' forecasts suggest 40% uplift in values over the next 12 months
- Other oil analysts predict doubling of price within five years
- Purchase price at 5% discount to spot values (as long as the asset is held for a minimum of 6 months)
- Direct ownership of the asset, fully certified and verified
- Secure free storage for up to two years as part of the investment package
- One of the most liquid asset markets available, offering ease of exit
- Premium product that is not environmentally controversial



**Fine Art**

Every year, billions of dollars are generated by art sales worldwide, and top-quality art investments have performed better than expected as art continues to trounce stocks and shares.

Great works of art are far less sensitive to geopolitical events, to economic crises and are more stable than other investment vehicles or other assets in straitened economic times. Collectible works of art are not only things of beauty, but survive economic downturns.

Warren Buffet once said "The market is a psychotic, drunk, manic depressive buying and selling 4,000 companies every day." Fine art, on the other hand, is one of the oldest, most stable and secure investments, with long-term profitable value – a scarce asset, a store of value and in a class of its own.

#### **Your fine art investment will bring:**

- Fully verified with a Certificate of Authenticity
- Stored and Insured for full market value
- An exit is available between years 3-5. After year 3 (should you want to sell) you can list your painting on our trading platform. After year 5 (should you want to sell) you will be invited to submit your work at a VIP auction
- You own and control the physical asset
- You can hang and appreciate the artwork while it appreciates in value
- Solid hedge against inflation and market blips





## Our Office

### Australia Office:

VELVET ASSETS PTY LTD  
Floor 11, 100 William Street  
Sydney NSW 2000

ABN: 98 163 551 782

Tel : 1800 266 113

Fax : 1800 988 014

Email : [info@velvetassets.com.au](mailto:info@velvetassets.com.au)

Web : [www.velvetassets.com.au](http://www.velvetassets.com.au)

---

The information in this document and the opinions given are for general information only and should not be taken as constituting professional advice.

Velvet Assets is not a financial adviser, and does in no way offer general or personal financial advice.

You should consider seeking independent legal, financial, taxation or other advice to check how the information relates to your unique circumstances.

Velvet Assets is not liable for any loss caused, whether due to negligence or otherwise arising from the use of, or reliance on, the information provided directly or indirectly, by use of this document.

## Promoters of Physical Assets



Velvet Assets Pty Ltd  
Floor 11, 100 William Street, Sydney NSW 2000 ABN:  
98 163 551 782 | Ph: 1800 266 113  
[www.velvetassets.com.au](http://www.velvetassets.com.au) | [info@velvetassets.com.au](mailto:info@velvetassets.com.au)