

INTRODUCTION

FIRST WORLD LIMITED is a registered car hire company with a sole aim of providing convenient mode of transport. For over 5 years of experience in auto mobile business, we have served our valued customers with good and affordable self-drive vehicles for hire, full body repainting, panel beating, paint-repair, vehicle diagnosis, mechanical repair and detail cleaning.

With our high standard and superior services, we have become widely accepted from individuals, private companies to state enterprises. First World Ltd is a young and progressive company eager to expand its operations through a committed approach to customer service and value for money. To fulfill all requirements of our customers, we emphasize on the best quality of our vehicles and work with well-trained staff and after-sale customer service.

At FIRST WORLD LIMITED we believe that you should travel conveniently, comfortably without hustle with a car of your choice, either hired or owned, hence our insistence on the vehicles we hire-out being, sound, safe and comfortable to make sure it serves our clients right and conveniently. With our experienced customer care representative, be sure that we listen to your issue and attend to it professionally.

When you want a car of your class, or to get your car fixed, look no further, click and book for your preferred service. This is the place to be!

FIRST WORLD LIMITED is the best car hire company here in Kenya. Talk to us today and experience world class vehicles. We remain to see you smile always because your "smile is our pride".

We would like to diversify to alternative investment in the automotive industry to complement the core mission of the organization which is in line with our vision of **us being committed to providing efficient, fast and friendly service to ensure your car experience is smooth and safe.**

- We believe that diversification of investment in the automotive industry shall offer the company an alternative source of income thus ensuring that our clients get a one-stop shop for all their needs and our investors get satisfied.
- First World Ltd also intends to empower its shareholders and investors by packaging a product that provides proper return on investment while affording the company an opportunity to mobilize funds for the purposes mentioned earlier.
- The company also endeavors to provide differentiated products to our investors, especially the middle class ones who would do not want the hustle of the automobile industry, have an amount or access to funds from as low as 100,000/= and are interested in making a good return in a more sophisticated investment platform.

WE INTRODUCE TO YOU.....

FWL INVESTMENT

WHAT IS FWL INVESTMENT?

This is an investment platform offered by First World Ltd with the aim of providing the investors and shareholders a lucrative stream of returns while at the same time enabling First World Ltd pool funds to increase its cash flows, reduce its cost of doing business and encourage investment in alternative automotive subsectors such as:



Vehicle Hiring



Vehicle accessories fitting



Vehicle sales



Panel Beating



Automobile cleaning services



Mechanical repair



Insurance Brokerage



Automobile rescue services



Vehicle diagnosis

- This will enable First World Ltd to offer a one stop shop for all motor vehicle needs and thus create more income at the same time giving a favorable return to the investors and shareholders.
- This investment fund is an opportunity to enable First World Ltd pool funds from its investors at the same time offering them the most lucrative returns without in more sustainable way.

FWL INVESTMENT INFORMATION MEMORANDUM

FEATURES OF THE FUND

PARTICULARS	DESCRIPTION
Fund Target	10,000,000
Minimum investment per subscription	100,000
Unit size (increments)	25,000
Maximum investment	1/5 of the Fund
Mobilization Period	6 months
Transactional Characteristics	Transferable, Withdrawable, Convertible.

INVESTOR EXPECT THE FOLLOWING RETURNS...

INVESTMENT PERIOD	1 YEAR	2 YEARS
ITEM	VALUE	VALUE
MONTHLY RETURN(UP TO)	5%	5%
ANNUAL RETURN: (UP TO)	60%	60%
DEPRECIATION:	10%	10%
TOTAL EARNINGS IN INVESTMENT PERIOD:	60%	120%
INVESTMENT REDEMPTION:	90%	81%
TOTAL VALUE OF INVESTMENT AT END OF PERIOD:	150%	201%

1 YEAR INVESTMENT						
INVESTMENT AMOUNT	MONTHLY RETURN	TOTAL EARNINGS	DEPRECIATION	TOTAL EARNINGS IN INVESTMENT PERIOD	INVESTMENT REDEMPTION	TOTAL VALUE OF INVESTMENT
100,000	3,750	45,000	10,000	45,000	90,000	135,000
200,000	7,500	90,000	20,000	90,000	180,000	270,000
300,000	11,250	135,000	30,000	135,000	270,000	405,000
400,000	15,000	180,000	40,000	180,000	360,000	540,000
500,000	25,000	300,000	50,000	300,000	450,000	750,000
600,000	28,750	345,000	60,000	345,000	540,000	885,000
700,000	32,500	390,000	70,000	390,000	630,000	1,020,000
800,000	36,250	435,000	80,000	435,000	720,000	1,155,000
900,000	40,000	480,000	90,000	480,000	810,000	1,290,000
1,000,000	50,000	600,000	100,000	600,000	900,000	1,500,000
1,100,000	53,750	645,000	110,000	645,000	990,000	1,635,000
1,200,000	57,500	690,000	120,000	690,000	1,080,000	1,770,000
1,300,000	61,250	735,000	130,000	735,000	1,170,000	1,905,000
1,400,000	65,000	780,000	140,000	780,000	1,260,000	2,040,000
1,500,000	75,000	900,000	150,000	900,000	1,350,000	2,250,000
1,600,000	78,750	945,000	160,000	945,000	1,440,000	2,385,000
1,700,000	82,500	990,000	170,000	990,000	1,530,000	2,520,000
1,800,000	86,250	1,035,000	180,000	1,035,000	1,620,000	2,655,000
1,900,000	90,000	1,080,000	190,000	1,080,000	1,710,000	2,790,000
2,000,000	100,000	1,200,000	200,000	1,200,000	1,800,000	3,000,000

FWL INVESTMENT INFORMATION MEMORANDUM

2 YEARS INVESTMENT

INVESTMENT AMOUNT	MONTHLY RETURN	TOTAL EARNINGS	DEPRECIATION	TOTAL EARNINGS	INVESTMENT REDEMPTION	TOTAL VALUE OF INVESTMENT
100,000	3,750	90,000	19,000	90,000	81,000	171,000
200,000	7,500	180,000	38,000	180,000	162,000	342,000
300,000	11,250	270,000	57,000	270,000	243,000	513,000
400,000	15,000	360,000	76,000	360,000	324,000	684,000
500,000	25,000	600,000	95,000	600,000	405,000	1,005,000
600,000	28,750	690,000	114,000	690,000	486,000	1,176,000
700,000	32,500	780,000	133,000	780,000	567,000	1,347,000
800,000	36,250	870,000	152,000	870,000	648,000	1,518,000
900,000	40,000	960,000	171,000	960,000	729,000	1,689,000
1,000,000	50,000	1,200,000	190,000	1,200,000	810,000	2,010,000
1,100,000	53,750	1,290,000	209,000	1,290,000	891,000	2,181,000
1,200,000	57,500	1,380,000	228,000	1,380,000	972,000	2,352,000
1,300,000	61,250	1,470,000	247,000	1,470,000	1,053,000	2,523,000
1,400,000	65,000	1,560,000	266,000	1,560,000	1,134,000	2,694,000
1,500,000	75,000	1,800,000	285,000	1,800,000	1,215,000	3,015,000
1,600,000	78,750	1,890,000	304,000	1,890,000	1,296,000	3,186,000
1,700,000	82,500	1,980,000	323,000	1,980,000	1,377,000	3,357,000
1,800,000	86,250	2,070,000	342,000	2,070,000	1,458,000	3,528,000
1,900,000	90,000	2,160,000	361,000	2,160,000	1,539,000	3,699,000
2,000,000	100,000	2,400,000	380,000	2,400,000	1,620,000	4,020,000

WHY INVEST IN FWL?

- Investment into diverse sectors in the automotive industry.
- Create a sustainable income channel for the investors through the income realized.
- Easy execution of and cost saving on activities that the company engages in line with the organization’s mission, vision and goals
- Reduce business running financing cost which transfers the benefit to the investors.
- Diversified investment and reduced cost means better returns for First World Ltd and thus better dividends to our shareholders.

ELIGIBILITY

Only legal adult Citizens of the Republic of Kenya and registered investors in the FWL Investment are eligible to invest in FWL Investment. The investors shall invest at free will since this is a product and **NOT shareholding** for The Company.

FWL INVESTMENT INFORMATION MEMORANDUM

DELIVERABLES...

- **Investment contract** - stipulates the conditions of the engagement providing; details of the investor, term of the investment and the amount invested. The contract shall be signed by the investor and countersigned by First World Ltd as the fund manager.
- **Investment Certificate** - This shall be issued as an acknowledgment of the investment made and the term which the investment has been committed.
- **Interest payment vouchers** - The investors shall sign interest payment vouchers for payments received. This shall ensure proper accountability. If the investor wishes not to withdraw their payments, they should notify the office not less than **10 working days** to the maturity not to process their due payments. As such the amounts shall be held by First World Ltd and no interest shall accrue on the withheld funds, which should be due in the next payment date.
- **Identification cards** - This shall be issued to the investor in the **third month of the investment**. The cards shall preferably contain a magnetic readable strip that can assist the fund management software to generate the investors' account details and status for ease of processing discount claims. The cards shall also be color coded for ease of category identification. (categories; Bronze, Silver and Gold)

Conversion, Transfer and Termination

Options

CONVERSION...

- Conversions shall be considered at par with the redemption rates upon maturity, or at the previous year's rates if the conversion is executed before any financial year ends.
- Upon conversion, **the investor ceases to be an investor under FWL investment and assumes part ownership of the company as a shareholder**. At this point, the **return expected shall be a dividend from the returns of the company and not the interest payouts under FWL.**
- Conversions shall be at any point within the term of the fund subject to a provision by First World Ltd.

WITHDRAWALS...

- Withdrawals shall be considered as termination of investment contracts.
- An investor can apply for withdrawal at any time in the term of the investment after the first three months. Upon application, the investor must allow the company at least;
 - a. 90 days to the settlement of dues. If the application is made within initial 6 months of the investment.
 - b. 60 days to settlement of dues. If the application is made after the initial 6 months of the investment.
- The withdrawal may affect the returns expected or accrued and in that the investor stands to lose returns in accordance with the withdrawal form in the investment contract.

FWL INVESTMENT INFORMATION MEMORANDUM

TRANSFERS...

Transfers of ownership rights to any investment under FWL Investment by any investor shall be under the following considerations;

- i. A transfer can only be initiated with a written notice by the investor under which the investment is registered.
- ii. The transfer shall be effected 15 days after the date of application.
- iii. The nominee shall accrue interest from the date of the previous interest payment and shall continue to earn interest accrued under the term of the underlying contract.
- iv. Settlement of dues shall be agreed between the current owner and the nominee with no interference from First World Ltd.
- v. An exemption to the above provisions (save for (ii) And (iii)) is in case of death or incapacitation of the owner under which the provisions in (ii) and (iii) shall be effected upon submission of a written notice from the nominee with inclusion of the gazetted mandate of administration from the High Court.