

INVESTING IN THE ULTIMATE PICTURE PALACE COMMUNITY CINEMA



Thanks for investing in the Ultimate Picture Palace Community Cinema. To help you register your account with our investment platform Ethex and buy a share in our cinema, we have made this help to do guide.

Please note, the process of registering and buying a share may take up to 20 minutes.

STEP 1 - HOW TO REGISTER

1. Visit www.ethex.org.uk/invest/uppcc
2. Click on the 'Register' button

The screenshot shows the Ethex investment platform interface for the 'Ultimate Picture Palace' fundraising campaign. The page is titled 'Ultimate Picture Palace' and 'Withdrawable Shares'. It displays a progress indicator showing 1% raised. Below this, there is a table of campaign statistics:

3%	Forecast return	12	Investors	63	Days left	£1,640	Raised so far
The Ultimate Picture Palace (UPP) is Oxford's oldest and most independent cinema. Situated in a beautiful Grade II listed building, it is surrounded by hundreds of loyal supporters, it is a cherished part of the local cultural landscape.							
% SITR	Strong communities						

At the bottom of the page, there are two buttons: 'Login to invest' and 'Register'. A large white arrow points to the 'Register' button. The 'Min investment: £30' is also visible at the bottom right.

STEP 1 - HOW TO REGISTER CONTINUED



3. Type in your email address and create a password.

An 'intermediary' is someone who is filling this out on your behalf. If you are doing it yourself, leave this blank. If someone is helping you to fill in this form and invest your money, add their name here.

Create an account

Email address	
Your password	<input type="checkbox"/>
Confirm your password	<input type="checkbox"/>
Intermediary (if applicable)	

4. Tick the boxes

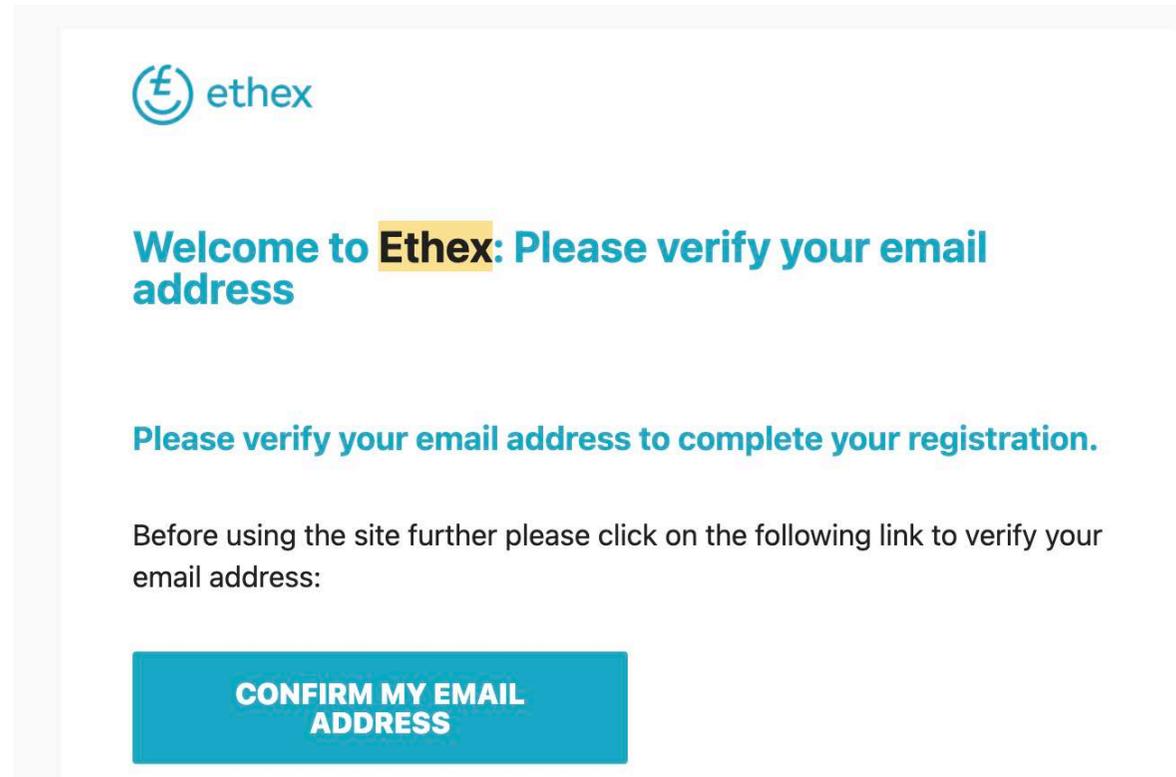
- Tick to say you do not live in America or Canada
- Tick to say you have read the terms and conditions
- If you would like you can tick the box to receive emails from Ethex, but this is not necessary to invest in the UPPCC
- Tick to confirm you are not a robot

STEP 1 - HOW TO REGISTER CONTINUED



5. Click 'Create my Account'

- You will go to a screen saying 'Thank you for registering'
- You will then receive an email asking you to confirm that you want to register.

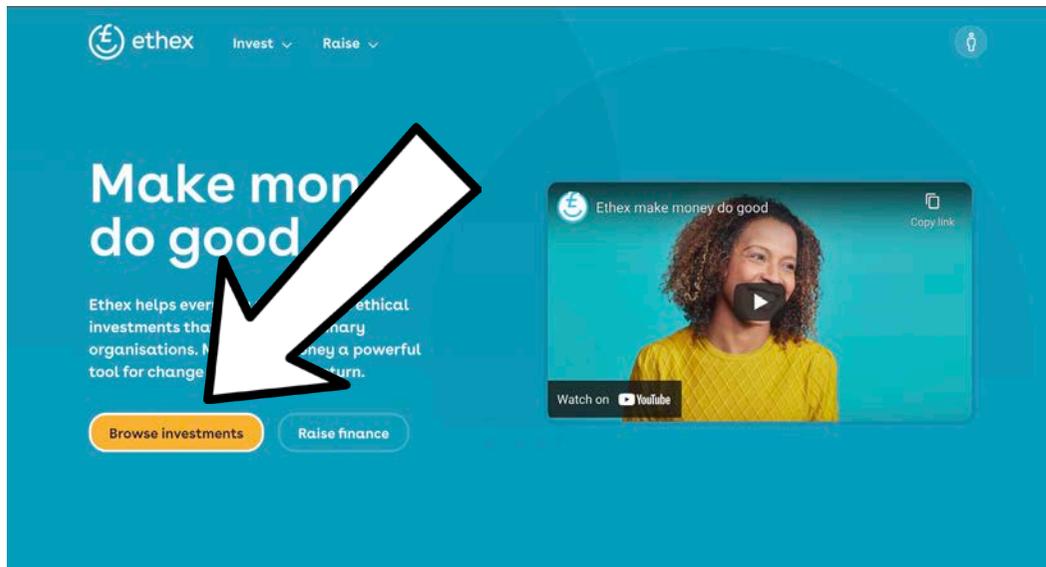


NB If you don't get an email after 2 hours, email Ethex: help@ethex.org.uk

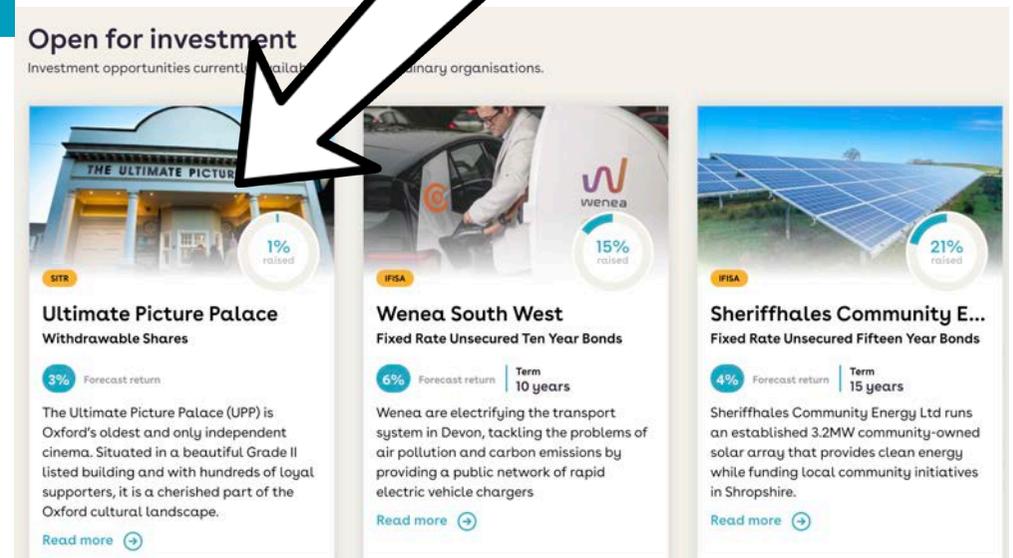
STEP 2 - HOW TO INVEST



1. Once you have confirmed your email, visit www.ethex.org.uk/login to sign into your account



2. Click browse investments

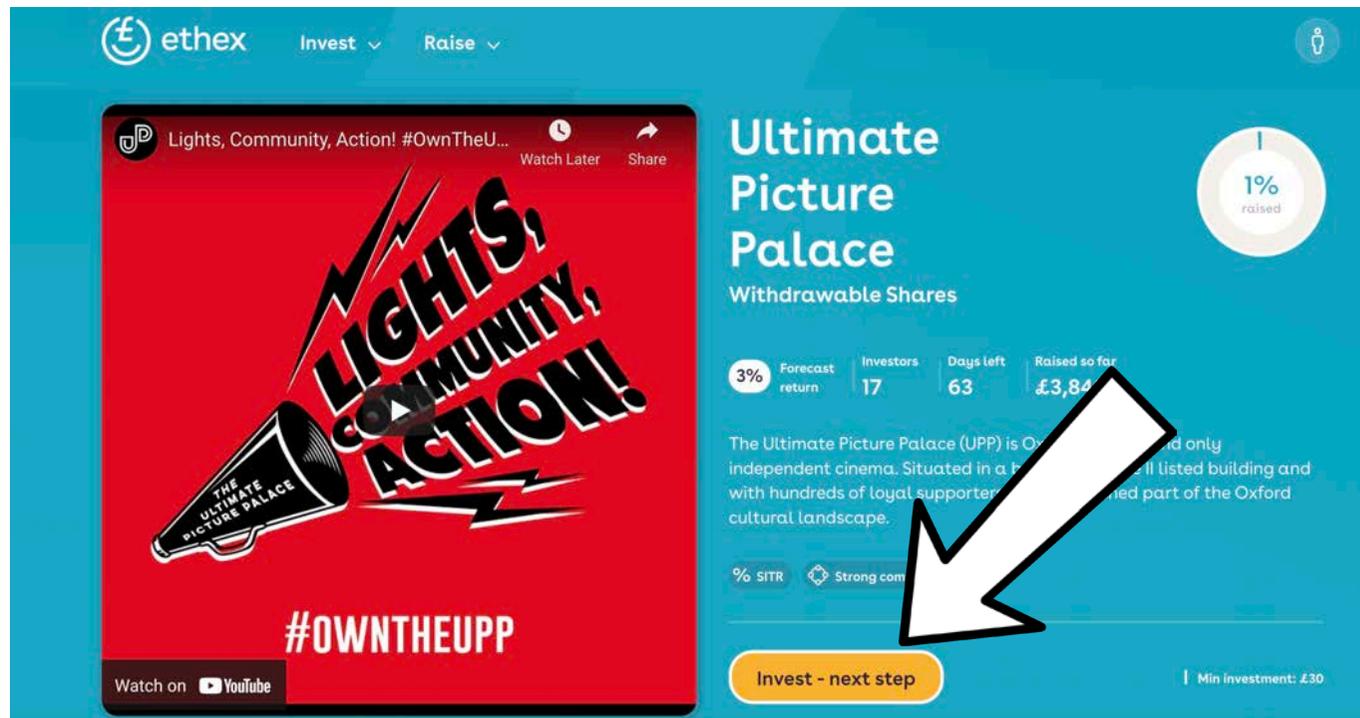


3. Look for the UPPCC and click on it

STEP 2 - HOW TO INVEST CONTINUED



- 4 When on the UPPCC page, click on 'Invest - next step'



- 5 You now have to answer some questions

Why do I have to answer these?

You need to answer these questions to show that you understand there is a risk that you might lose your money. We hope this will never happen!

STEP 2 - HOW TO INVEST CONTINUED



Showing you understand the risks:

Question 1:

You need to mark this circle to show you have understood that you will only get interest if the business is doing well. You may get less than you expected

1/7 Are interest or dividend payments guaranteed to be paid to me by the business I invest in?

- Yes - I am guaranteed to receive the return advertised on each investment.
- No - any returns are subject to a business delivering on their business model and if they are not successful I may receive less than advertised, or nothing at all.

Question 2:

You need to mark this circle to show you have understood that you could lose your money.

2/7 If the business I invest in fails, will I get any of my money back?

- Yes - my money is safe and I am guaranteed to get it back.
- No - If the business fails, I may lose some or all of the money I invested.

Question 3:

Mark this circle to show that you know the FSCS won't pay for any losses. If Ethex has done something wrong, you might get some compensation.

3/7 If the business I invest in fails, will the Financial Services Compensation Scheme (FSCS) return the money I invest?

- No - investments made via Ethex are not covered by FSCS.
- Yes - FSCS will return all the money I invested.

STEP 2 - HOW TO INVEST CONTINUED



Question 4:

Mark this circle to show you've understood that shares are not transferable via the stock market. As such, it might be difficult to withdraw your shares and get your money back quickly.

4/7 Will I be able to get back the money I invest whenever I wish?

- Yes - Selling my investment to get my money back is easy and quick.
- No - Getting my money back is not easy because investments made on Ethex are unlisted. This means they cannot be sold via a stock market.

Question 5:

Mark this circle to show you know that you should only invest up to 10% of money you can afford to invest. Invest in lots of different places, so you don't lose it all.

5/7 When investing on the Ethex website I should:

- Put all of my money into a single investment.
- Diversify my investments across this platform and others.

Question 6:

Mark this circle to show that you understand that you are not guaranteed to be able to claim on any advertised tax reliefs in the share offer, such as SISR. Whether or not you can claim will depend on your personal tax circumstances.

6/7 My ability to claim or otherwise benefit from any tax reliefs advertised on an investment such as IFISA, SEIS, EIS, SISR:

- are guaranteed.
- May not be available to me dependent on my own personal tax circumstances.

Question 7:

Mark this circle to show that you understand that should you chose to open an Innovative Finance ISA with Ethex, it does not provide you with any additional protection from losing your money.

7/7 Should I choose to open an Innovative Finance ISA (IFISA) with Ethex in order to make certain investments I understand that this:

- Does not provide me with any additional protections from potential losses on investments held within the IFISA.
- Means that any investments held within the IFISA are then covered by the Financial Services Compensation Scheme.

STEP 2 - HOW TO INVEST CONTINUED



Most people will be a “Restricted Investor”

This means that you are a first time investor and aren't going to invest more than 10% of your money into a company where it is difficult to sell these.

6. Tick the box

To show you have read and understood Ethex's Terms and Conditions.

7. Personal details

Type in your personal details:

Name (first and second name)

Date of birth and your nationality

Type in your postcode and then click

“Find your UK address”

8. Confirm your address

Once this is done the Ethex team will do their checks. You will get an email soon!

STEP 3 - INVESTING IN THE UPP COMMUNITY CINEMA



Once you have received an email from Ethex saying that ‘Your identity check has now been completed’:

1. Click on the ‘Invest’ link in the email
2. Click browse investments
3. Look for the UPPCC and click on it
4. Click on ‘Log in to invest’ and log in
5. Click on ‘Invest - next step’
6. Scroll to below the Share Offer Document and click ‘Invest Directly’ (you will have to download the Share Offer Document to be able to invest)
7. On the next screen, enter the amount you would like invest in the UPPCC. This has to be a minimum of £50 (£30 for local residents and investors under the age of 30) and a maximum of £20,000
8. Click ‘Continue to Payment’
9. On the next screen, click the ‘debit card’ tab, fill out your payment details and click ‘Pay now’

You will now receive an email confirming your investment.

On behalf of the UPP Community Cinema, thank you for investing in this exciting project!