



COMMERCIAL FINANCE PROPOSAL

For
Prepared By Ray McAuley (ray.mcauley@afsuk.com, 0333 015 3301)
Date 25/06/2024
Deal ID 316666

APPLICANT

Name Bellular Studios Ltd
Address 15 3rd Floor, 15 Donegall Pass
Belfast Antrim BT7 1DQ
Phone +44 785 053 1983
Email thomas@bellular.games
Website
Legal Form Limited Company
Sector (SIC Code) 62011 - Ready-made interactive leisure and entertainment software development
Year Established 2015
Company Registration No. NI634766
VAT No.
FCA Permission No.
Applicant Contact(s)

Directors, Partners and Proprietors

Mr Thomas Hislop	Addresses
From	Present
Phone	102 Donegall Avenue Belfast County Antrim BT12 6LX Northern Ireland
Date of Birth 25/04/1994	
Nationality British	
Marital Status	
<input checked="" type="checkbox"/> Search Consent	
<input checked="" type="checkbox"/> Automated Processing	
<input checked="" type="checkbox"/> Privacy Notice	

Mr James Edward Bruce	Addresses
From	Home - Owner
Phone	Present
Date of Birth 23/04/1989	25 Ramore Park Belfast County Antrim BT10 0FB Northern Ireland
Nationality Irish	
Marital Status	
<input checked="" type="checkbox"/> Search Consent	
<input checked="" type="checkbox"/> Automated Processing	
<input checked="" type="checkbox"/> Privacy Notice	

Mr Michael Robert Bell	Addresses
From	Home - Owner
Phone	Present
Date of Birth 12/06/1994	191 Coleraine Road Portstewart County Londonderry BT55 7PL Northern Ireland
Nationality British	
Marital Status	
<input checked="" type="checkbox"/> Search Consent	
<input checked="" type="checkbox"/> Automated Processing	
<input checked="" type="checkbox"/> Privacy Notice	

Stocking & Cropping

STATEMENTS

- I have seen the Applicant (Borrower) face-to-face.
- The Applicant (Borrower) has consented for searches to be carried out.
- The Applicant (Borrower) does not anticipate any change in their circumstances.

BANK DETAILS

Bank details for Bellular Studios Ltd are available upon request.

FINANCING DETAILS

Finance Type Loan - Non-Regulated
Product Type Commercial Loan
Loan Period 12 Months
Funding Profile 12 Months

Item	Value
Loan Amount	£40,000.00
(i) Advance Repayments	£0.00
(ii) Additional Repayment	£0.00
Total Initial Payment, (i) + (ii)	£0.00
Amount to Finance, Loan Amount - Total Initial Payment	£40,000.00
Repayments	12 x £4,715.20
Balloon Payment	£0.00

COMMENTS

Background:

Bellular Studios Ltd are an established business trading for nearly 10 years.

A group of friends and keen gamers set out by sharing new game info, tips and tricks along with streaming and using the usual community based gaming platforms.

The business has been very successful creating and having published their first game - The Pale Beyond and now in the throws of a much bigger follow up game.

Project:

The company are currently looking for some short term investment to allow them to bring the game to market. The business already has a publisher in place ready to go being "Fellow Traveller Games"

Financials:

The turnover and profit in the accounts attached is modest, however, these accounts do not take into accounts the \$600,000 plus the company has made already off the back of the sales of "The Pale Beyond" to date. The new game is by far the biggest opportunity they have in the 10 years of trade, also having a government grant signed off shortly in regard to further invest to a follow up game. The company is expecting further investment from the UK Games Fund.

The company are forecasting a huge increase in turnover and profit based purely on the ongoing sales of the first game and the imminent launch of this newer game.

Director Michael Bell owns his home and happy to give his guarantee.

Director James Bruce owns his home and happy to give his guarantee

Director Thomas Hislop is also happy to give his guarantee in support of the application.

Summary:

SOURCE

By submitting this proposal I confirm that to the best of my abilities all the information provided on this form is true and accurate as provided by the customer. The customer has been informed that this information will be disclosed to lenders for the purpose of considering this credit application. The customer has given their permission for Asset Finance Solutions (UK) Ltd. to pass this information onto third party finance houses for the specific purpose of ascertaining their credit worthiness and are aware that lenders may use this information to carry out searches with credit reference agencies.

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