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## **Company Announcement**

The following is a Company Announcement issued by Eden Finance plc pursuant to Chapter 5 of the Listing Rules issued by the Listing Authority.

### **Quote**

#### **SALE OF INTANGIBLE ASSETS**

Eden Finance p.l.c. (the “**Company**”) announces that on 30<sup>th</sup> April 2019 Eden Leisure Group Limited, the parent company and guarantor of the Company (the “**Guarantor**”), sold the intellectual property and rights associated with the ‘89.7 bay’ and the ‘Cynergi’ brands (the “**Brands**”) to EIP Limited (C 91241), a company equally owned by Ian De Cesare and Kevin De Cesare, for the consideration of €8.6 million. The effective date of the afore-mentioned transaction is 1<sup>st</sup> January 2019. In terms of the sale agreement, *inter alia*, the Guarantor shall have the obligation to acquire from EIP Limited the Brands on the twenty-fifth anniversary for a nominal consideration.

On same date, EIP Limited and Eden Entertainment Limited, a subsidiary company of the Guarantor, entered into a 25-year licence agreement, pursuant to which the latter company shall be permitted to use the Brands for the purposes of operating and managing Bay Radio and Cynergi Health & Fitness Club. The respective annual licence fee shall be payable quarterly in arrears.

### **Unquote**



**Simon De Cesare**  
**Company Secretary/Director**

**3/05/19**