

Hermès, Kelly, 20cm , HSS, Ostrich, 2023

- **Profit Potential:** By investing 500 EUR today, you can expect the value to grow to 716 EUR in just 4 years.
- **Attractive Returns:** With only 2.6% annual total costs (including the exit fee), your net profit can reach an impressive 9.4% per year.
- **Flexible Exit Options:** You have the flexibility to sell the asset at any time, either on the marketplace or by selling the Splints to us* —giving you control over your investment timeline.
- **Hermès Price Appreciation:** Hermès consistently increases the prices of their highly sought-after bags on an annual basis. The auction results of Kelly Sellier Bags reveal an average annual increase of 14.5%, highlighting the potential for significant appreciation in value.

 **Splint Invest**



Factsheet - General



Manufacturer	Hermès
Model	Birkin Bag
Year	2023
Size	20 cm
Leather	Ostrich Sellier-Leather
Hardware	Palladium
Color	Beton & Gris Tourterelle
Condition	New and unworn
Price per bag (excl. external costs and platform fees)	42,200€
Investment Horizon	2 to 4 years
Value per Splint	50 €
Asset ID	9cf2df8d-42cc-436c-87f8-a12296c994ec

Cost Analysis

	Value in €
Asset Value	42,400 €
Platform Fee Splint Invest	2,550 €
External Maintenance Cost	500 €
Price	45,450 €
Number of Splints	909
Price per Splint	50 €

- The price of 45,450 € includes the Splint Invest platform fee and external maintenance costs of 3,050 €. 42,400 € can be allocated to the bag.
- Splint Invest will charge an exit fee of 2 % applied to the proceeds from the sale of the asset.
- Each Splint holder bears a proportional part of the costs.

Rating



Return

The **average annual increase** in value of the sought-after Birkin bags since 1985 is at **14.2%**.

According to the 2023 wealth report of Knight Frank, the prices for collectible handbags increased by **74 %** over the last **10 years**.



Stability

The production volume is kept at a low level by Hermès. This leads to annual price increases **of 5 up to 10 %** for the primary market of Birkin bags.

The prices on the secondary market follow the increase on the primary market.

The **annual production** of the Kelly bag is around **20,000 pieces**.



Track Record

This handbag was launched in **1935** as **Sac-à-Depêches**. The actress Grace Kelly fell in love with the bag and was photographed with it. Many customers subsequently spoke of the Grace Kelly bag, after which Hermès renamed it the Kelly bag.

Quality is of the utmost importance, and even today, the bags are handmade from the finest materials. The production time is **40 hours per bag**.

Investment Horizon of 2 to 4 Years – Splint Value 50€

Forecast per Splint in €	2 years	3 years	4 years
Ambitious	59	66	74
Balanced	58	65	73
Defensiv	52	53	54

- Investment horizon has been set to 2 to 4 years.
- The investment horizon has been set at short to medium term. It is expected that Hermès will continue to increase prices by 5 to 10% annually and that prices on the secondary market will, therefore, also increase. At the same time, demand in the Chinese market is expected to continue to grow.
- If one of the following two conditions is met, the sale of the asset is considered:
 - End of the defined investment horizon has been reached.
 - Ambitious case already occurs before the end investment horizon.

Your Return Potential

	Value in € defensive	Value in € balanced	Value in € ambitious
Expected gross sales proceeds at maximum maturity	49,086 €	66,357 €	67,266 €
- Splint selling fees of 2%	-982 €	-1,327 €	-1,345 €
- External maintenance cost	-500 €	-500 €	-500 €
- Splint Invest platform fee	-2,550 €	-2,550 €	-2,550 €
- Asset value at acquisition	-42,400 €	-42,400 €	-42,400 €
Expected return at maximum maturity	2,654 €	19,580 €	20,471 €
Average annual rate of return	1.4%	9.4%	9.7%
Details to weighted calculation of the average annual rate of return:	Defensive Scenario	Balanced Scenario	Ambitious Scenario
Base value 1 with a 50% weighting	12 month inflation rate Switzerland (1.7%)	Average annual appreciation of Birkin Bags over the last 35 years. (+14.2%)	AMR Handbags Index, Performance 2022 (+15%)
Base value 2 with a 50% weighting		2023 Hermès Birkin Bags (hermes.com) price increase (+8.8%)	2023 Hermès Birkin Bags (hermes.com) price increase (+8.8%)

Why you should invest

- 14.2% annual increase in value since 1985.
- Auction prices over 3 years have shown average annual price increases of 14.5 %.
- This asset has a yearly growth potential of 9%.



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