



MARKET UPDATE

H1 2023




HERITAGE ONLY
AUSTRALIA'S PREMIUM MARKETPLACE FOR HERITAGE PLATES



STRONG PERFORMANCE OF
HERITAGE PLATES AMIDST
RISING INTEREST RATES

The heritage plate market continues to showcase its resilience and attractiveness as recent live auctions have witnessed strong results and an influx of new buyers entering the market. Premium plates have achieved remarkable success, underscoring the enduring appeal and value associated with these unique assets. Despite recent interest rate rises from Central Banks globally, the demand for heritage plates remains unabated, positioning them as a compelling investment option compared to shares or real estate.



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WHY INVEST IN HERITAGE PLATES?

EMOTION AND RARITY

Heritage plates offer a unique combination of emotional attachment, rarity, and investment potential. These plates not only reflect personal identity and status but also have a rich historical and sentimental value. Collectors and investors recognize the intrinsic worth of owning a piece of history, which can appreciate over time just like artwork. The emotional connection and rarity of premium plates make them a prized possession, thereby maintaining a consistent demand irrespective of interest rate fluctuations.

NO ONGOING COSTS

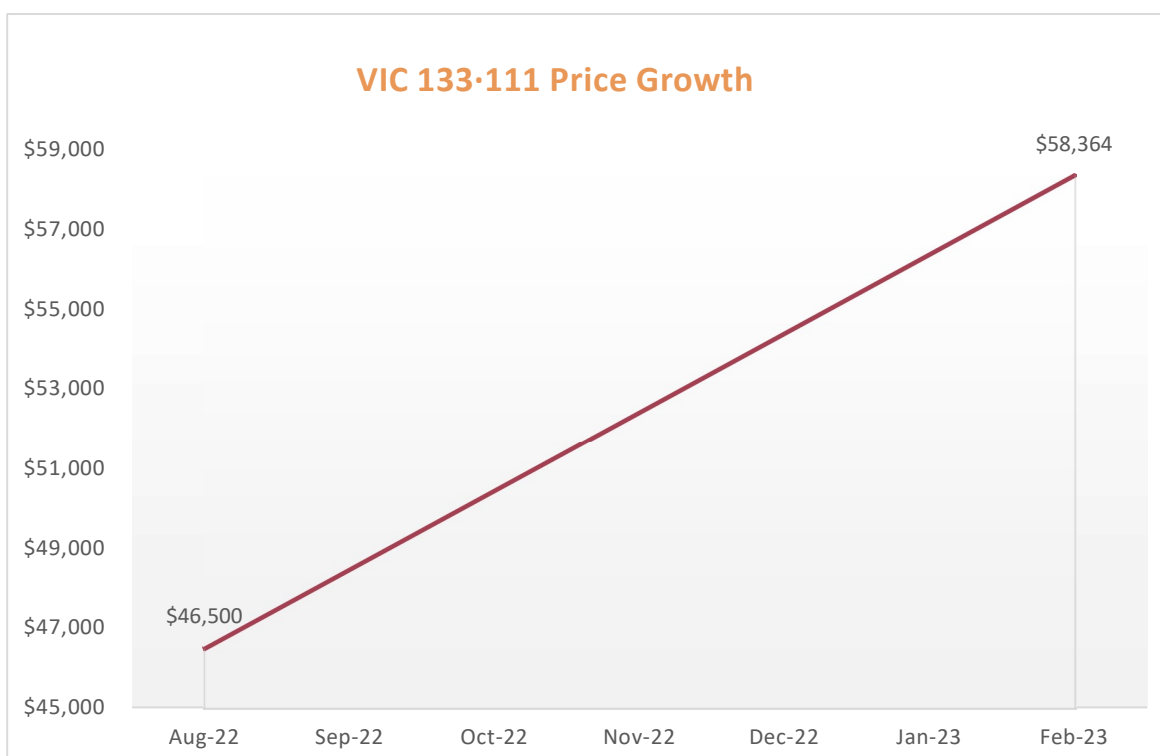
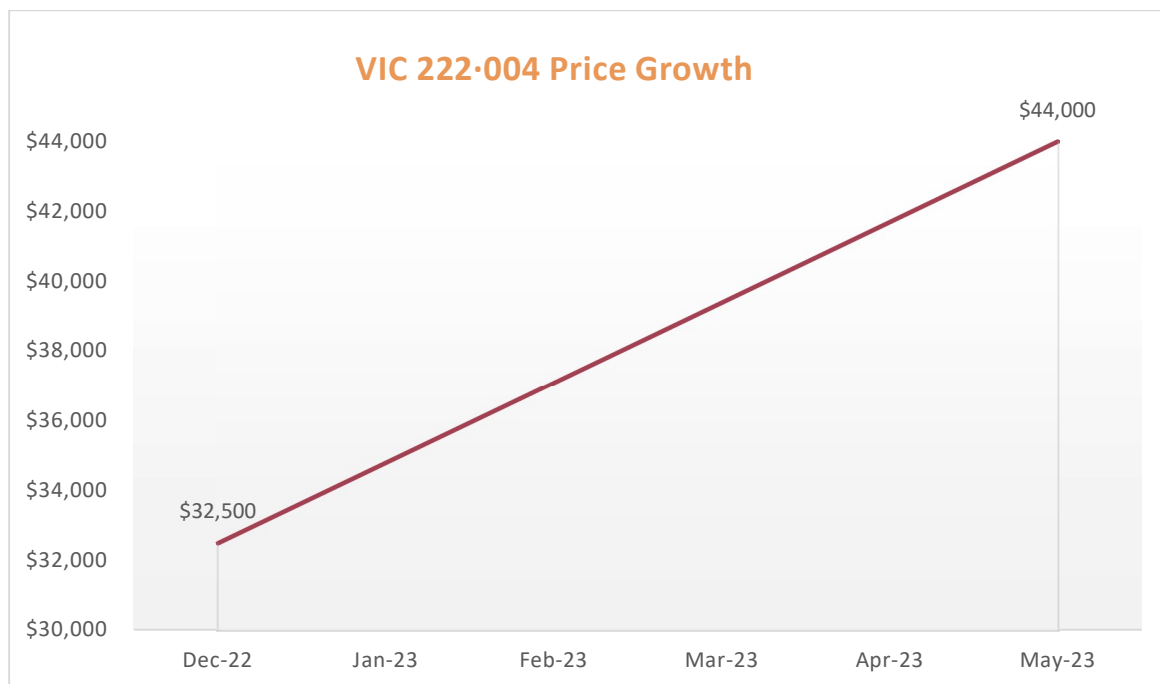
Heritage plates do not incur ongoing costs and maintenance during the life of the investment. Unlike the share market and real estate investments, heritage plates do not incur stamp duty, land tax, council rates, insurance premiums, management fees or brokerage fees. Even the transfer of heritage plate ownership from a seller to a buyer is free, making it one of the most hassle-free investments available.

UNIQUE MARKET

Whilst the share market and real estate values are subject to broader economic factors and market volatility, heritage plates tend to operate within their own microcosm. The limited supply of premium plates coupled with the exclusivity and scarcity factor contributes to their value appreciation. This insulation from broader market dynamics has positioned heritage plates as an attractive alternative investment option, especially during periods of economic uncertainty.

RECENT PERFORMANCE

Both VIC 222.004 and VIC 133.111 have transacted twice on Heritage Only between different buyers and sellers, providing a true example of the price growth achieved. VIC 222.004 and VIC 133.111 achieved 35% and 25% ROI in 6 months respectively.





OUTLOOK

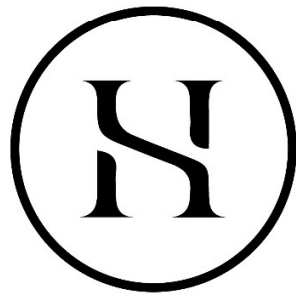
In conclusion, the recent Park Hyatt live auction has demonstrated the continued strength and appeal of these unique assets. Premium plates have achieved impressive results, attracting new buyers to the market. Despite rising interest rates, the demand for heritage plates remains robust, with investors recognizing their emotional, historical, and investment value. In comparison to the share market or real estate investments, heritage plates have exhibited strong performance, offering stability, limited supply, and the potential for long-term appreciation. As the heritage plate market continues to thrive, it presents an enticing investment avenue for those seeking to diversify their portfolios and engage with a passionate and exclusive community.





RESULTS FROM LIVE AUCTION

		SOLD PRICE
LOT 1	166.000	\$48,551
LOT 2	220.888	\$47,518
LOT 3	122.000	\$57,848
LOT 4	33.033	\$155,983
LOT 5	177.000	\$55,782
LOT 6	188.166	\$56,815
LOT 7	98.760	PASSED IN
LOT 8	133.000	\$61,980
LOT 9	116.811	\$52,683
LOT 10	255.555	\$103,300
MYSTERY PLATE #1	108.888	\$104,333
MYSTERY PLATE #2	277.288	PASSED IN
Lot 11	6868	\$371,880



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