Madonna Memorabilia Up for Auction as Music Fans Use Collectables as Collateral for Loans

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- **Latest celebrity auction sees Madonna memorabilia at auction in Beverly Hills**

- **Musical instruments and memorabilia often used as collateral for luxury asset loans, says Borro**

- **Fender guitars, 18th Century Swiss violin, Ivor Novello award and a Beatles contract have all been used by clients**

In the week that sees the largest ever collection of Madonna memorabilia go under the hammer, Borro reflects on Brits using music memorabilia and musical instruments as collateral for loans.

While the Material Girl auction will see more than 140 pieces of Madonna's clothes, jewellery, awards and handwritten notes sold to the highest bidder, Borro, the luxury asset lender, has seen a trend in both the UK and US of individuals and business owners using rare and valuable musical instruments and memorabilia as collateral for loans. In total, Borro has lent over £200,000 against music memorabilia in the last 12 months and £600,000 since launch in 2008 – seeing a 31% increase in volume, year on year, of this type of loan.

One such asset was an Ivor Novello bronze statuette, for contributions to British song writing and composition. Unable to disclose who the award belonged to; Borro can reveal the sculpture achieved a loan value of £4,000 for the client. In terms of instruments Borro has completed 75 individual loans on guitars, lending a total value of nearly £400,000 against them. One Gibson Les Paul Guitar achieved a loan value of £50,000.

Other interesting assets used by clients include a Beatles record contract, an 18th Century Swiss violin, a leather jacket belonging to an (unnamed) rap star, original photographs of The Clash and The Who, and original artwork for an album cover.

Paul Aitken, CEO and founder of Borro, commented: "The "Material Girl" is a music icon and no doubt the auction that starts this week in Beverly Hills will see fans and collectors outbidding each other for a piece of music history. We have seen clients in both the UK and UK realise investments they have made in rare and prized musical instruments and memorabilia can be used down the line to release capital. Unlocking the value of unique personal assets provides a solution that doesn't involve permanently parting with valuable assets – that may also have a great deal of sentimentality attached."

Notes to Editors:

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More information can be found at www.borro.com/uk

About Borro

- Borro is the UK's leading personal asset lender. Loans of up to £2,000,000 can be offered against assets including fine art, antiques, prestige cars, luxury watches, diamond jewellery, gold, yachts, fine wine other high value assets.

- All of Borro's valuation experts have worked for leading auction houses, including Sotheby's, Christie's, and Bonhams.

- All assets are stored in secure and insured specialist vaults/premises. Most assets are stored thirty feet underground under time lock at a prestigious 120 year old storage facility in central London. Fine art, and antiques are stored at fine art storage specialists and luxury cars are stored in climate controlled premises.

- Borro offers appointments at their valuation centre, home visits, and various premium collection options including same day couriers. All these services are fully insured and provided for by Borro.

- All assets are fully insured whilst in storage with Borro for the duration of the loan.

- Founded by Paul Aitken in 2008, Borro's investors include Canaan Partners, Ribbit Capital, Augmentum Capital, European Founders Fund, Eden Ventures and Octopus Investments. These companies have invested in Match.com, Lending Club, LinkedIn, We7, Betfair, Egg, Sportingbet, Facebook, and more. borro's board of directors includes Capital One co-founder, Nigel Morris.

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