



Revolutionising Private Equity Investing: Moonfare Buyout Portfolio

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- Access to private equity is extremely limited, excluding individual investors from the opportunity to achieve high returns.
- Moonfare launches a unique private equity (PE) product that opens access to top-tier private equity investments for millions of investors.

Private Equity: the last bastion of institutional and ultra high-net-worth investors is falling

In the search for **higher investment returns** and controllable **volatility (risk)**, institutions and very rich investors have access to an asset class to boost returns that retail investors can't get: private equity.

Unlike investors in public equities, private equity funds acquire entire companies. They take an active approach to ownership and work with their portfolio companies' management to accelerate growth and profitability, before they find a buyer or list the business on a stock exchange. Fund managers from the leading firms have perfected their game and **consistently achieve returns** far above market benchmarks and other asset classes.

As a result, the sector has seen **massive inflows of capital**, exceeding \$4 trillion in global assets under management (AuM) in 2019. Institutional investors are increasingly reallocating their investments from public to private assets, with some pension funds and endowments **investing up to 50% in private assets**.

Typical minimum investments in a major private equity fund start at \$10M, which makes them unattainable for all but very few individuals. Some exclusive private banks and new digital players, such as Moonfare, bundle demand and enable investments from €200.000. In practice, however, the need to diversify across different funds and asset classes means that investors still need to have significant financial assets in order to benefit from the better returns.

Funds of funds also allow investing at lower minimums, however, they frequently lack transparency, include less desirable investments in their portfolios, and charge extra fees.

Private Equity for everyone: Moonfare Buyout Portfolio

This week, the Berlin-based FinTech company Moonfare launches **Moonfare Buyout Portfolio**, a product that allows access to an immediately diversified portfolio of **private equity buyout investments** with a minimum commitment of **50.000 Euro**.

“We understand there is demand for a product that provides a transparent, competitively priced route to a market that is currently unattainable for a broad range of private investors. We decided to change this. Our expertise and tech capabilities helped us create something that we believe is truly a game changer for PE investing”, says **Moonfare’s founder and CEO Dr. Steffen Pauls**.

Moonfare Buyout Portfolio combines multiple **top-tier buyout investments** offered on the Moonfare platform, following a **strategy that has consistently outperformed public markets**. The journey from platform sign-up to investment is fully digitalised, in compliance with market regulations.

By launching this product, the company reaches another important milestone on its **endeavour to democratise private equity investing**. Previously accessible only for institutional investors and ultra high-net-worth families, private equity investments are now available to millions of individual investors. Since 2018, the company has **offered more than 15 selected private equity funds** on their digital platform for investors who want to build their own private equity portfolios. As of **June 2020**, more than **600 clients** have committed **over €350M** assets under management.

See also:

www.moonfare.com

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