



FIDELITY INTERNATIONAL AND MOONFARE JOIN FORCES IN STRATEGIC PARTNERSHIP TO BROADEN ACCESS TO PRIVATE ASSETS INVESTMENTS

- Moonfare to provide Fidelity International professional clients in Europe access to its curated offering of private markets funds
- Fidelity takes a minority equity stake and fills a seat on Moonfare's advisory board
- Partnership strengthens Fidelity's alternative markets ambitions and deepens Moonfare's connections with leading asset managers and banks

London/Berlin, March 15, 2021: Fidelity International (Fidelity), a global asset manager with total client assets of \$706.3 billion, and Moonfare, the leading digital investment platform for high quality private markets funds, announce an exclusive strategic distribution partnership.

Under the partnership, through its digital platform Moonfare will provide access to private market strategies for Fidelity's institutional and wholesale clients. As such, the agreement marks a first in the asset manager's history and serves increasing demand from investors aiming to achieve attractive returns by adding alternative investment strategies to their portfolios.

Fidelity* will also invest a minority stake in Moonfare and appoint Christian Staub, Managing Director Europe Fidelity International, to join Moonfare's advisory committee. Fidelity is the first institutional investor to take an equity stake in Moonfare, which was founded in 2016 and named one of LinkedIn's top 10 start-ups in Germany in 2020.¹

The exclusive strategic distribution partnership will start from April 2021 in major parts of Europe, starting with Germany, Switzerland, Italy, France² and Austria and expand to cover further international markets at a later stage. Alongside Moonfare's current and future clients and partners, Fidelity and Moonfare together will empower professional investors such as banks, family offices and their advisors to access private markets funds on behalf of their clients in a scalable way.

The partnership serves rising demand for private markets investments

This announcement follows Fidelity's recent move into private credit, further bolstering its fast-growing alternative assets space, where it has already begun offering real estate funds.

¹ Source: [LinkedIn](#), September, 22, 2020.

² Subject to regulatory notification

Moonfare's emphasis on fund selection, digital platform, low investment minimums (starting from €50,000) and disruptive fee structure made Moonfare stand out as a partner for Fidelity.

“At Fidelity, we have bold ambitions to build a broader alternatives capability in the coming years, spanning private markets, real assets and liquid alternative strategies,” says **Andrew McCaffery, Global Chief Investment Officer, Fidelity International**. “Our partnership with Moonfare and its market leading open-architecture platform, combined with the recent introduction of a new private credit team, provides a strong foundation for future growth plans in real assets and private markets.”

Striving towards investment excellence amid complex macroeconomic environment

“Extreme global debt burdens and sustained negative real rates are leading to higher risk and uncertainty for long-term asset allocators,” adds Fidelity's Mr. McCaffery. “The traditional 60/40 model has been challenged recently, and as a result, alternative investments, such as in private equity and debt, have begun to play an important role in investors' portfolios as they look to diversify and enhance long-term returns. We believe alternatives will become a permanent and growing feature of asset allocation decisions across all investors going forward.”

“Like Fidelity International and its clients, Moonfare and our investors never stop striving towards investment excellence,” says **Moonfare founder and CEO Steffen Pauls**. “Since inception, we have been connecting our clients, some of the most sophisticated investors in the world, with top private markets funds. Fidelity's clients and team will fit perfectly into this group going forward.”

Unlocking attractive returns

Returns from top private equity buyout funds have delivered very attractive returns. [Morgan Stanley](#) has observed that now the majority of value is created in private markets, explaining the attractive returns of top venture capital and growth equity funds that back companies in their early stages. Private equity buyout funds focused on more mature targets have delivered some of the best returns, especially amid economic dislocations: Recession-era buyout fund vintages from managers with a value-creation team deliver superior returns to investors, according to a [McKinsey & Company](#) analysis of Preqin data.

For decades, these strategies and the attractive returns³ they delivered to investors in the past were only available to the select few, namely wealthy institutions and endowment, pension and

³ Source: Morningstar, Burgiss cited in „Private Markets come of Age“, McKinsey Global Private Markets Review 2019 et al.



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sovereign wealth funds. Moonfare and Fidelity will work together to redefine access to alternative investment strategies for qualifying investors.

“Until now, private market funds have only been accessible to a limited group of investors,” says **Christian Staub, Managing Director Europe, Fidelity International**. “By partnering with Moonfare, our ambition is to democratize the asset class, providing access to the benefits alternative assets can offer with products carefully curated by an experienced team. This is a natural evolution of our business as we continue to deliver the best possible range of services and solutions for our clients to help them achieve their financial goals.”

Risk Warnings

The value of investments and the income from them can go down as well as up so you may get back less than you invest. Alternative investments in private placements, and private equity investments via feeder funds in particular, are speculative and involve a high degree of risk and those investors who cannot afford to lose their entire investment should not invest. Past performance is not a reliable indicator of future returns.

-Ends-

Notes to editors

*Minority stake from Fidelity International Strategic Ventures (FISV), a dedicated venture capital team set up to invest in fintech businesses and technologies. The team invests meaningful minority stakes in early stage fintech businesses, backing bold, disruptive entrepreneurs who are looking to change the face of finance.

Photos

For a photo of **Andrew McCaffery** please click [here](#)

For a photo of **Dr. Steffen Pauls** please click [here](#)

For a photo of **Christian Staub** please click [here](#)

About Fidelity International

Fidelity International offers investment solutions and services and retirement expertise to more than 2.5 million customers globally. As a privately held, purpose-driven company with a 50-year heritage, we think generationally and invest for the long term. Operating in more than 25 countries and with \$706.3 billion in total assets, our clients range from central banks, sovereign wealth funds, large corporates, financial institutions, insurers and wealth managers, to private



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individuals.

Our Workplace & Personal Financial Health business provides individuals, advisers and employers with access to world-class investment choices, third-party solutions, administration services and pension guidance. Together with our Investment Solutions & Services business, we invest \$541 billion on behalf of our clients. By combining our asset management expertise with our solutions for workplace and personal investing, we work together to build better financial futures. Data as at 31 December 2020. Read more at www.fidelityinternational.com

About Moonfare

Moonfare offers individual investors access to top private markets investment opportunities for the first time. With a technology-powered onboarding process and asset management platform, Moonfare allows clients to register and invest in the funds on its platform in as little as 15 minutes and with minimums as low as €50,000.

To date, Moonfare has offered nearly 30 private markets funds from top general partners worldwide with an emphasis on private equity buyouts and technology investments. Recently Moonfare has expanded its offering into real asset categories like infrastructure and opportunistic strategies that combine elements of distressed debt with equity investments.

Moonfare's investment team conducts a ground-up due diligence on all funds. Fewer than 5% of available funds pass this process and make it onto Moonfare's platform. This focus on quality is one reason Moonfare has won the trust of more than 1,000 clients who have invested more than €500 million on its platform.

Read more at www.moonfare.com

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