

PRESS RELEASE

Moonfare Achieves €1 Billion Assets Under Management, Establishes Itself as International Leader of ‘Private Markets Go Retail’ Phenomenon

- Private equity and other alternative investments are set for significant capital inflows from individual investors seeking high returns and portfolio diversification
- Moonfare is actively shaping this trend and continues to expand at an accelerating pace, doubling assets under management in just over eight months
- With an aggressive strategy and platform built for scale, the FinTech company is poised for international leadership in this emerging USD 5 trillion wealth segment¹

BERLIN, September 7, 2021 — Moonfare, the leading private equity investment platform, has surpassed €1 billion assets under management, a critical milestone for the company. It took just under three years to raise the first €500 million and then only eight months to double that amount.

Global wealth management faces disruption as private markets open access for individual investors

Private markets investments – such as private equity and venture capital funds – are seeing massive inflows as investors are looking for yield and inflation protection. Affluent individual investors are increasingly demanding access to private asset classes that were previously only accessible to institutions. According to consulting firm Oliver Wyman, individuals are expected to allocate an additional \$1.5 trillion to private markets by 2025. However, until recently, access for retail investors was limited by technical, regulatory and other market restrictions.

Moonfare: accelerating growth to €1 billion assets under management

Moonfare was founded by former KKR Managing Director Dr. Steffen Pauls with the mission to provide access for individual investors to top-tier private equity at low minimums via a fast and easy-to-use digital experience. The platform has been enthusiastically adopted by investors seeking extraordinary returns. In the first week of September 2021, the firm passed the milestone of €1 billion assets under management, making it the clear leader in its field in Europe and Asia.

¹ Oliver Wyman ‘Competing for Growth’ available from <https://www.oliverwyman.com/our-expertise/insights/2021/jun/competing-for-growth.html#chart> Whitepaper with Morgan Stanley Research

Leadership position based on differentiated strategy and scalable platform

Moonfare's success is based on a number of factors that set the company apart and enable it to scale globally:

- **Broad asset class coverage with careful selection of top-performing funds.** In private markets, manager selection is key to success. Moonfare's highly qualified investment team conducts an extremely thorough due diligence and the investment committee (consisting of industry veterans like [David Lindstrom](#) and [Winson Ng](#)) selects only a small percentage of covered funds. The final offering of funds is recognised as unique in terms of both quality and breadth.
- **Ambitious international market expansion.** Moonfare operates in 13 countries across Europe and Asia, giving the platform a strong lead in terms of geographic coverage. It is also the only platform that directly transacts with individual investors (B2C) and partners with banks and other advisors (B2B and B2B2C). With regard to the latter, Moonfare has not only partnered with over 50 institutional B2B players (banks, wealth managers and family offices), but also serves institutional and wholesale clients in Europe through its exclusive [partnership with Fidelity International](#).
- **Scalable platform with unique features.** The Moonfare engineering team has developed an automated platform to provide a seamless user experience and facilitate further exponential growth. Among the many unique features, the [Moonfare Secondary Market](#) stands out. In partnership with Lexington Partners – one of the largest institutional secondary players globally – the platform allows investors to sell their existing stakes, bringing liquidity to traditionally illiquid asset classes and removing a key obstacle to investing for individuals.

“Today's milestone not only proves that there is strong demand for private markets investment by private individuals, but also demonstrates the size of the opportunity ahead,” says Moonfare founder and CEO Dr. Steffen Pauls. “Our digital platform is built for scale. As we grow in size, the value we create for investors increases. We will continue to select only the very best investments for our platform and focus on the user experience.”

About Moonfare

Moonfare offers individual investors access to top private equity investment opportunities. With a digital onboarding process and asset management platform, Moonfare allows clients to register and invest in as little as 15 minutes and with minimums as low as €50,000. To date, Moonfare has offered 39 private markets funds from top general partners worldwide with an emphasis on private equity buyouts, US tech funds and real asset categories like infrastructure.

Moonfare's investment team conducts ground-up due diligence on all funds. Fewer than 5% of available funds pass this process and make it onto the Moonfare platform. This focus on quality is one reason why Moonfare has won the trust of more than 1,800 clients who have invested more than €1 billion on its platform. LinkedIn named Moonfare as one of the top 10 startups in Germany for 2020.

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