

PRESS RELEASE

Moonfare launches in U.S.; consolidates role as globally leading alternative investment platform

- Moonfare opens up its operations in the US, becoming the only digital private markets platform with operations across Europe, Asia and the US
- Moonfare offers unique investment opportunities into private markets for qualified US retail investors at low minimums
- US market promises strong potential for the company to further accelerate growth

BERLIN, January 26, 2022 — Moonfare is actively shaping the ‘Private Markets Go Retail’ phenomenon and is the only company in this sphere that acts as a truly global player. Following a \$125 million Series C led by technology investor Insight Partners, Berlin-based FinTech Moonfare announces its US debut. With this step Moonfare becomes a truly global company with operations across Europe, Asia, and now the US. The private equity investment platform is also launching in Singapore in the coming weeks, thereby expanding its global footprint even further.

Moonfare is breaking the mold through its strong partnerships with category-leading Private Equity and Venture Capital funds including landmark names such as KKR, The Carlyle Group, IVP or Khosla Ventures. Unique in the U.S., Moonfare enables its members to invest in a selection of curated, top-tier funds, with low-entry minimums of \$125,000. Unlike other investment strategies with clunky onboarding processes, Moonfare’s digital platform allows its clients to register, complete KYC and digitally sign documents, all within 15 minutes.

As one of the world’s largest wealth hubs, the U.S. holds strong potential for Moonfare’s ambitious growth plans. North America’s Very High Net Worth (VHNW) population continues to grow, reaching 1.1 million VHNW individuals in the US. In comparison, the VHNW class in Europe is contracting, falling to roughly 600,000 in 2021¹. In addition, the US is home to the world’s wealthiest millennials, who represent a new generation of qualified investors looking to achieve high returns and portfolio diversification.

Steffen Pauls, Moonfare’s founder and former KKR Managing Director and seasoned industry veteran, has had his sights set on the U.S. market for quite some time.

“We are thrilled to expand our global footprint and proud to be amongst the few European FinTechs expanding into the U.S.,” says Moonfare Steffen Pauls. “Entering the U.S. market provides a tremendous opportunity, allowing us to use our proprietary technology platform to create a unique experience for like-minded investors who are bullish on pursuing investments into private markets unavailable to them in the past. As customer behaviour continues to transform towards direct digital solutions we see a lot of growth potential for the platform with it’s easy and digital access to private markets.”

¹ Wealth X ‘Very High Net Worth Handbook 2021’ available from https://investrends.ch/site/assets/files/29869/wealth-x_vhnw-handbook_2021.pdf

Additionally, as part of the U.S. launch roadmap, Moonfare is enhancing its product offering and dedicating resources to its best-in-class technology. Moonfare USA will be headquartered in New York City.

About Moonfare

Moonfare offers individual investors and their advisors access to top-tier private equity investment opportunities for the first time. With a digital onboarding process and asset management platform, Moonfare allows clients to register and invest in as little as 15 minutes. To date, Moonfare has offered 45 private market funds from top general partners worldwide with an emphasis on private equity buyouts, U.S. 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 2,200 clients who have invested more than \$1.5 billion on its platform. Headquartered in Berlin, Moonfare operates in 18 countries across Europe, Asia, America and has offices in New York, Hong Kong, London, and Luxembourg, with more to open soon.

Media contact

Johanna zu Stolberg

PR Manager, Moonfare

johanna.stolberg@moonfare.com