

Press Release

# Vitruvian joins Moonfare as shareholder and partner – invests \$35 million in leading digital alternative asset management platform

- Investment highlights Moonfare’s unique business model and global leadership of the “Private Equity goes retail” phenomenon
- Partnership will further promote Moonfare’s global footprint and product offering

**Berlin, 29 March 2022** — Vitruvian Partners (“Vitruvian”) is partnering with German private equity (PE) platform Moonfare, investing \$35 million in the company's unique business model. The partnership represents another important milestone for Berlin-based Moonfare after having just recently announced a \$125 million series C financing round led by Insight Partners and consolidating its global footprint by launching operations in the US.

“We are excited for this partnership with Vitruvian Partners, a renowned brand name with an amazing track record of investing in businesses that promise high, sustainable growth. We regard this step as an affirmation of our unique business model, team and company performance.” said Steffen Pauls, founder and CEO of Moonfare.

“With current geopolitical changes and market uncertainties, Moonfare’s consistent growth and global expansion indicates a growing demand for the digital private market investing opportunities we offer.”

Thomas Studd, Partner at Vitruvian said: “Private equity investments are barely available to retail investors, despite significant take-up by sophisticated institutional investors around the world. Moonfare’s offering addresses that gap and its exceptional growth rates clearly show pent-up consumer demand. Vitruvian is delighted to be partnering with Steffen and the exceptional Moonfare team as they look to democratise access to this asset class.”

As the democratisation of private markets continues to gain momentum so does the trend of “Private Equity goes Retail”. High Net Worth Individuals, retail investors and their advisors are increasingly looking to alternative investments to benefit from high returns. This development has been heightened by current inflation rates and stock market volatility. However retail access to private equity funds for individuals remains underserved.

Moonfare is meeting these market demands by offering retail investors access to select, top tier private market funds and venture capital funds that were previously only available for institutions.

All at low minimums via a fast and easy-to-use digital experience. It is the only private equity platform that operates on a global basis and transacts with consumers directly as well as through family offices, banks and other advisors.

Moonfare's Assets under Management as of March 2022 are €1.6 billion, a 150% increase year on year. Headquartered in Berlin, the company operates in 22 countries across Europe, Asia, and America and has offices in New York, Hong Kong, London, Luxembourg and Singapore. Moonfare is constantly expanding its global foothold and has recently launched operations in Scandinavia, Israel and Portugal.

## 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 over 50 private market funds from top general partners worldwide with an emphasis on private equity buyouts, venture, growth, and infrastructure 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 2,600 clients who have invested more than €1.6 billion on its platform. Headquartered in Berlin, Moonfare operates in 22 countries across Europe, Asia, America and has offices in New York, Hong Kong, London, Singapore and Luxembourg, with more to open soon.

## About Vitruvian

Vitruvian is an independent growth capital firm headquartered in London with offices across London, Stockholm, Munich, Luxembourg, Madrid, San Francisco, and Shanghai. Vitruvian focuses on dynamic situations characterized by rapid growth and change across industries spanning information technology, financial services, life sciences & healthcare, media, and business and consumer services. Vitruvian is currently investing from its fourth fund, the €4.0 billion Vitruvian Investment Partnership IV, which is among the largest pools of capital in Europe supporting innovative and higher growth companies. Vitruvian Funds have backed over 45 companies and have assets under management of approximately €10 billion. Notable investments to date include global market leaders and innovators in their field such as Just Eat, Farfetch, Darktrace, Trustpilot, Marqeta, TransferWise, Global-e and Skyscanner.

## Media contacts

**Johanna zu Stolberg**  
PR Manager, Moonfare  
[johanna.stolberg@moonfare.com](mailto:johanna.stolberg@moonfare.com)  
[Moonfare Press](#)

**Siobhan Loftus**  
Vitruvian  
[Siobhan.Loftus@vitruvianpartners.com](mailto:Siobhan.Loftus@vitruvianpartners.com)