Fidelity International to broaden client access to private assets through expanded Moonfare partnership in Asia

Hong Kong / Singapore, 25 May 2022: Fidelity International (Fidelity), a global asset manager with total client assets of $767.6 billion, and Moonfare, a leading global digital investment platform which offers end-to-end solutions for high quality private markets strategies, are expanding their exclusive strategic partnership into Asia.

The expansion of the partnership serves growing demand from investors aiming to achieve attractive returns by adding alternative investment strategies to their portfolios. Under the partnership, Moonfare will provide access to private market strategies to Fidelity’s institutional and eligible clients through a digital platform. The service will initially be accessible in Hong Kong and Singapore, with the aim of rolling it out to other Asian markets at a later stage.

The exclusive strategic partnership started in April 2021 in major parts of Europe, including Germany, Switzerland, Italy, France and the UK. In Asia, Fidelity’s institutional and eligible clients such as banks and family offices through their advisors, may access Moonfare’s digital platform and private assets (including private equity, private debt, infrastructure and real estate) in a scalable way.

Rajeev Mittal, Managing Director, Asia Pacific ex-Japan at Fidelity International, comments: “Until now, private assets have only been accessible to a limited group of investors. By partnering with Moonfare, our ambition is to democratise this asset class so that more investors can gain access to the benefits private assets could offer, which are carefully curated by an experienced team at Moonfare. This is a natural evolution of our business as we continue to help our clients achieve their financial goals through the best possible range of services and solutions.”

Kit Toh, Head of Partnership at Moonfare, adds: “Moonfare's partnership with Fidelity International highlights the natural evolution of our businesses to increase access to the fast-growing alternative asset space. We will build out our market-leading position as a disruptor and synergise with Fidelity in our long-term mission to scale Private Equity solutions efficiently to the broader market and solidifying our position on a global level.”

Johann Santer, Head of Private Banking, Wealth and Strategic Clients, Asia Pacific ex-Japan at Fidelity International, adds: “With ongoing pressure on investor returns expected in public markets, alternative investments continue to play an important role in long-term asset allocations. As a result, we are seeing increasing interest from clients to diversify further into private assets. Our partnership with Moonfare and its market leading open-architecture platform, combined with our recently expanded private asset team, provides a strong foundation for future growth.”

The partnership serves rising demand for private markets strategies
This announcement follows Fidelity’s recent build-out of a private credit division, through the acquisition of MeDirect Bank’s credit investment team in January 2021. Fidelity’s partnership with Moonfare further bolsters its fast-growing alternative assets capabilities. Moonfare’s emphasis on quality selection, digital platform, low minimums and disruptive fee structure, made it stand out as a partner for Fidelity.
Risk Warnings

The value of investments and the income range can go down as well as up so you may get back less than you invest. Alternative investments in private placements, including private equity investments, 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.

Private equity investments are generally highly illiquid, involving subjective valuation and requiring a longer-term commitment. There may be limits on the number of investors or the investment amounts, while distributions (if made) are likely to be unpredictable. Fidelity may be the underlying manager for some of the strategies on the Moonfare digital platform.

Notes to editors

Fidelity has made a minority stake investment 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.

The minority stake comes 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.

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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 2,500 clients who have invested more than $1.7 billion on its platform. Headquartered in Berlin, Moonfare operates in 23 countries across Europe, Asia, America and has offices in New York, Hong Kong, London, Singapore and Luxembourg, with more to open soon. Read more at www.moonfare.com

About Fidelity

Fidelity International offers investment solutions and services and retirement expertise to more than 2.8 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 $767.6 billion in total assets, our clients range from central banks, sovereign wealth funds, large corporates, financial institutions, insurers and wealth managers, to private 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 $574.9 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 March 2022. Read more at fidelityinternational.com

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