

Press Release

Global leading Private Equity investing platform Moonfare opens office in Paris

- Moonfare continues its rapid global expansion and opens an office in Paris
- Moonfare aims at catering to the growing pool of HNWIs in France
- Moonfare is the globally leading company in giving individual investors and their advisors access to top-tier private equity funds by lowering entry minimums to €50,000

Paris, October 11th, 2022 — Moonfare, the globally leading digital private equity investing platform, is opening an office in Paris and officially launching in France. This milestone underlines the rapid global growth of the company, which has established itself as the leading investment platform for Private Equity for individuals and their advisors. Since its creation in 2016 Moonfare has reported an average growth of over 2,5 times YoY, with total assets under management now exceeding €2 billion.

Moonfare's arrival on the French market is a strategic move to address the growing pool of HNWIs in France and benefit from the impressive momentum of the Private Equity industry. Individual investors and family offices have contributed around €5 billion to capital raised by GPs in 2021¹ which is thrice the level registered in 2020². Additionally, Moonfare is looking to extend its B2B segment to France and cooperate with key players such as private banks, wealth managers, asset managers, and family offices. The goal is to widen the circle of top tier partners. Moonfare already works with Swiss-French asset manager Bordier&Cie with German private bank Berenberg as well as global Investment Manager Fidelity International.

"Our new location in Paris aims to strengthen our proximity to French retail investors and their advisors, who are increasingly showing a strong and informed interest in investing in private markets. Our platform enables them easy access to the most compelling of these asset classes, while addressing their desire to empower and drive their investment journey themselves", says Steffen Pauls, CEO and founder of Moonfare.

With its unique value proposition Moonfare addresses two current needs; the lack of access to private equity investing for individual investors as well as the goal of fund managers to expand the range of their products to diversify their investor base. Moonfare offers individuals and their advisors the opportunity to invest at ticket sizes as low as €50,000 offering them a selection of top-tier international private equity fund managers such as KKR, EQT, Permira, or Carlyle.

Moonfare offers its clients a highly curated fund offering by conducting a ground-up due diligence on all funds. Indeed, only 5% of funds make it through the companies' due diligence process.

Moreover, Moonfare provides access to its secondary market in partnership with Lexington Partners where investors have the opportunity to participate in bi-annual liquidity events where they can sell their investments. This helps address the illiquidity issue of the asset class.

The Paris office is led by **Karim Boussetta**, Head of BtoC Distribution, and Anne Vergez, BtoB Partnerships Manager, under the supervision of **Frederik Meheus**, Moonfare Managing Director and Head of Commercial and **Moonfare founder and CEO Steffen Pauls**.

1. France Invest – « Activité des fonds de capital-investissement et d'infrastructure français » <https://www.franceinvest.eu/activite-des-fonds-de-capital-investissement-et-dinfrastructure-francais/>

2. France Invest/Grant Thornton – « L'activité 2020 des acteurs français du Capital-Investissement » <https://www.grantthornton.fr/fr/insights/articles-et-publications/2021/lactivite-2020-des-acteurs-francais-du-capital-investissement/>

About Moonfare

Moonfare offers individual investors and their advisors access to top-tier private equity investment opportunities for the first time. Moonfare allows investors to register and invest through a digital onboarding process through the platform. To date, Moonfare has offered over 75 private market funds from top general partners worldwide with an emphasis on private equity buyouts, venture, and real asset categories such as 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 3,000 clients who have invested more than €2 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, Luxembourg, Singapore, Zürich and Paris with more to open soon.

For more information, please visit www.moonfare.com and [LinkedIn](#).

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