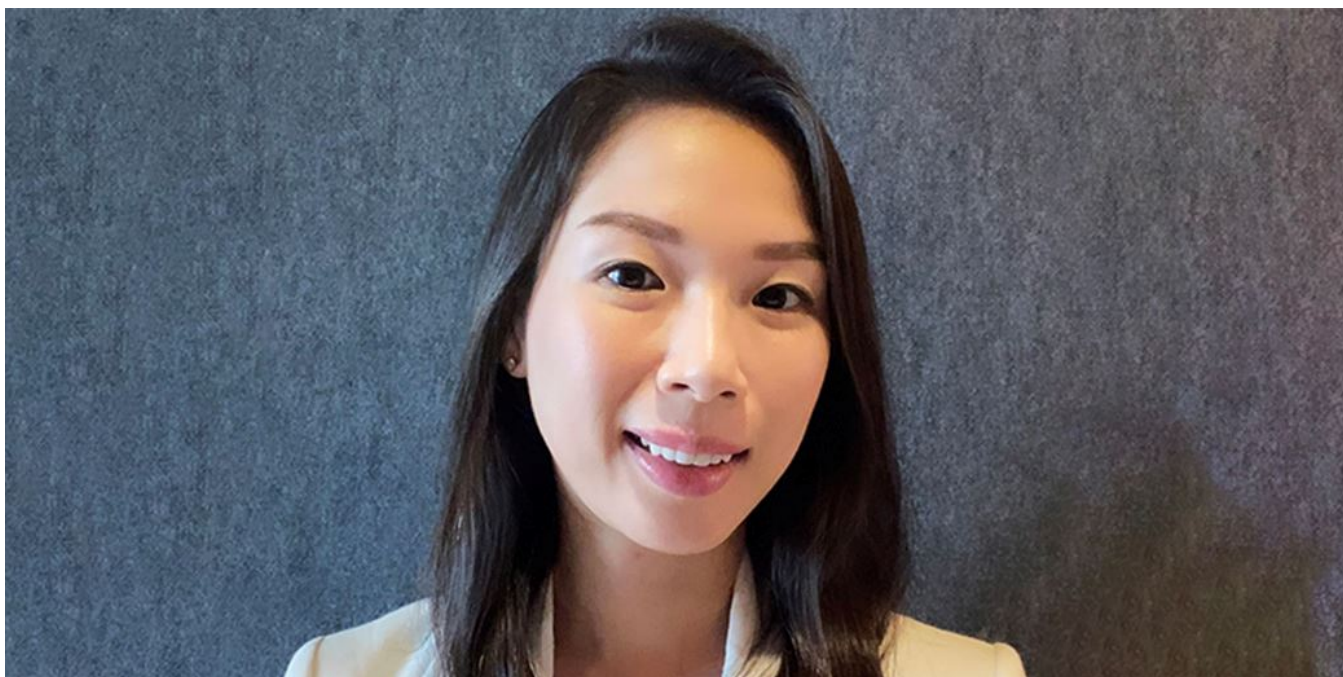


**ALTERNATIVES** | 31 MAR, 2023

Moonfare set to extend its footprint in Asia

The wealthtec private equity platform believes the region is ripe for further 'democratisation' of access to private markets.

BY **RUPERT WALKER**



Global digital private equity platform Moonfare is set on attracting more individual investors in Asia. Late last year, it reached a milestone of \$100m in assets under management in the region, and now has AUM of \$233m, according to Kit Toh, head of partnerships, Asia Pacific, Moonfare.

However, although average registrations among accredited investors in Singapore are around \$100m a month, the volume is still a fraction of global AUM on the platform of \$2.3bn. Year-on-year growth worldwide is 141% and 86% in Asia. The potential for attracting new investors in the world's fastest growing wealth region is significant.

'Private equity offers investors diversification, lower correlation with public securities and better risk-adjusted returns,' Toh (pictured) told a media roundtable ahead of Moonfare's Global Investor Forum in Singapore last Monday.

'Smart money, institutional investors already allocate more than 50% of their portfolios to private markets, and a similar opportunity should be available to people beyond the ultra-high-net-worth segment,' she said.

Indeed, 'democratisation' is the mantra of the firm's founder and CEO Steffen Pauls. Moonfare can sell fractional amounts of discrete PE funds or funds of funds to private banking clients and family offices and also provide liquidity for investors who need to divest from what are typically long-term commitments.

For example, in Singapore, it requires a minimum outlay of S\$80,000 (\$60,250) for an individual to invest in Moonfare. With a digital onboarding process and asset management platform, Moonfare allows clients to register and invest in just 15 minutes.

The firm has partnered with digital exchange Lexington since January 2021 to provide liquidity to investors, matching the selling price with a bid or else providing institutional liquidity by warehousing assets.

Selection process

To date, Moonfare has offered over 80 private market funds from top general partners worldwide, emphasising private equity buyouts, venture, growth, and real asset categories such as infrastructure. The wealthtec does not take any placement fees from funds.

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, according to Toh. Some top-tier funds on its platform include those managed by KKR, Carlyle, EQT and Silver Lake.

'We like buyouts (of mid- and large-cap global companies) , infrastructure, real estate, and also secondaries,' said Toh.

'We offer high quality access to PE; we're not a supermarket. Digitalisation is an important faet of our model, and the use of intermediaries to distribute funds using Moonfare technology on their platforms reduces transaction friction,' Toh said.

Headquartered in Berlin, Moonfare operates in 24 countries across Europe, Asia, and America and has offices in New York, Hong Kong, London, Luxembourg, Singapore and Zürich. It opened its office in Singapore in April 2022 and has received the Capital Markets Services Licence from the Monetary Authority of Singapore.

In October 2022, the wealthtec launched the Moonfare Private Investment Office (MPIO), an invitation-only platform dedicated to strengthening its growing base of more than 80 family offices.

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