



Moneyfarm raise £44.1m in funding round led by M&G plc

- £44.1m fundraise led by M&G plc
- Moneyfarm and M&G plc sign commercial partnership to launch new UK digital investment solution
- Moneyfarm has over 80,000 customers and over £2.2b in AuM

London, 26 January 2022 – MFM Holding Ltd ([Moneyfarm](#)), the European digital wealth manager, today announces that it has agreed a funding round raising £44.1m. The capital increase was led by M&G plc (M&G) and included Poste Italiane S.p.A (Poste), who has been a minority shareholder in Moneyfarm since 2019. Since it launched in 2012, Moneyfarm has raised £139m.

The new funding round will be used in three key areas, to support future development, expanding its product proposition and building out its new B2B2C proposition through strategic partnerships.

The private placement will be completed by the end of the first quarter of 2022, subject to regulatory approvals and will see M&G, a leading international savings and investment business, with over £370b of assets under management and administration, acquire a minority stake in Moneyfarm.

Moneyfarm had a successful 2021 with assets under management increasing 72%, positive net inflows of 128% and a 73% increase in new customers compared to 2020. Moneyfarm now has over 80,000 clients and over £2.2b in AuM.

In addition to the fund raise, Moneyfarm and M&G signed a commercial partnership for the launch of a new UK digital investment solution under the M&G Wealth brand. M&G will use Moneyfarm's 'platform as a service' to offer an innovative, digital product aimed at the next generation of retail customers in the UK.

Designed by M&G Wealth, the new direct digital service will be tailored to meet a range of customer risk appetites and profiles through a collection of multi-asset model portfolios, backed by a selection of actively-managed and passive funds.

This B2B2C commercial agreement, the first of its type in the UK for M&G, reinforces the strength of Moneyfarm's business model. Moneyfarm already has a number of successful B2B2C partnerships in Italy including Poste Italiane ([Postefuturo Investimenti](#)), Unicredit's Buddybank ([Steppy by Moneyfarm](#)) and Banca Sella ([Sella Evolution powered by Moneyfarm](#)), serving thousands of customers.

Moneyfarm and M&G will also explore a range of other opportunities to partner in other European wealth markets.

Direct investing in the UK has seen rapid growth in the last five years, with an average annual increase in assets under management of 18% to reach £351b by the end of June 2021. Within this sector, demand for digital investment services has accelerated, and now accounts for 19% of all UK direct customers. Moneyfarm is considered one of the pioneering providers of this emerging segment of the market, offering a modern approach to investing through its proven digital platform technology and marketing expertise.

Giovanni Daprà, Co-Founder and Chief Executive at Moneyfarm, said:

“Moneyfarm was founded in 2012 on the core principle that personal investing should be simple and accessible. Our distinctive partnerships with established players in the industry such as Poste Italiane, Allianz and UniCredit demonstrate the real value that can be created by combining the agility and innovation of a direct, digital fintech business with the scale and experience of an established provider.

“Having launched in the UK five years ago, we are very excited to be partnering with a proven name in M&G on the next stage of our journey and welcome them as an investor.”

David Montgomery, Managing Director at M&G Wealth, added:

“We have been very impressed with Moneyfarm's innovative approach and are excited to support the Company in its growth plans. The first milestone will be to start working together in the UK to build a simple and effective digital offering for the benefit of a new generation of savers.”

Barclays Bank PLC, through its Investment Bank, acted as placement agents in connection with the offering. Perella Weinberg Partners, STJ Advisors and Vitale acted as financial advisors to the company for the private placement.

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Notes for Editors

About Moneyfarm

[Moneyfarm](#) is a European digital wealth manager with more than 80,000 active investors and over £2.2 billion in assets under management. First launched in 2012 and headquartered in the UK, it makes finance simple and accessible. Operating through both an [online platform](#) and an [app](#), Moneyfarm's approach to investment combines human guidance and financial expertise with the efficiency of technology to deliver cost-effective advice and investment solutions to every user. The company is led by co-founders Giovanni Daprà and Paolo Galvani and regulated by the FCA. It is backed by Allianz Asset Management, M&G plc, Cabot Square Capital, Poste Italiane S.p.A and United Ventures.

About M&G plc

M&G plc is an international savings and investments business, managing money for both individual savers and institutional investors in 28 markets. As at 30 June 2021, M&G plc had £370 billion of assets under management and administration, around 5 million retail customers and more than 800 institutional clients. With a heritage dating back more than 170 years, M&G plc has a long history of innovation in savings and investments, combining asset management and insurance expertise to offer a wide range of solutions. M&G plc serves savings and insurance customers under the Prudential brand in the UK and Europe, and under the M&G Investments brand for asset management clients globally.

About Poste Italiane S.p.A

Poste Italiane is Italy's largest infrastructure network, providing postal, financial, insurance and payments, mobile & digital services to households, businesses and public administrations across the country. For over 150 years, with 12,800 Post Offices, over 130 thousand employees, € 530 billion total financial assets and almost 35 million customers, Poste Italiane is an integral part of the country's social and productive fabric, unparalleled in Italy in terms of size, brand awareness, reach and trust.