

**FONDSFRAUEN
IMPACT REPORT 2024**

Our Inaugural Impact Report

Launched in 2015, **Fondsfrauen** are the first career network for women in the German-speaking countries focused on the asset management industry. It was the first time, women in the industry had a platform to meet professionally, share their experiences and actively network. From the start, our events were met with a huge response. We have since evolved our offerings and have vastly expanded our network to be the largest of its kind in the local finance industry.

At the same time, networks and female career events have grown significantly. We welcome this as it is a big step towards creating more visibility for women and normalizing the case for gender diversity. However, we continue to see that the impact of diversity efforts are questioned. This prompted us to issue our first impact report.

Our report aims to highlight some of the achievements on our path for gender diversity. We cover the why, the how and what the impact has been on individual steps we undertook. What we do is a marathon not a sprint. The journey goes on!

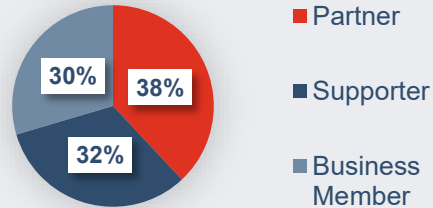
Welcome to Fondsfrauen!



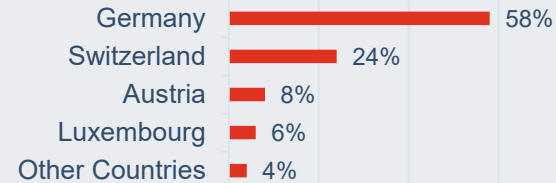


Fondsfrauen 2023 – Status Quo

Corporate Members



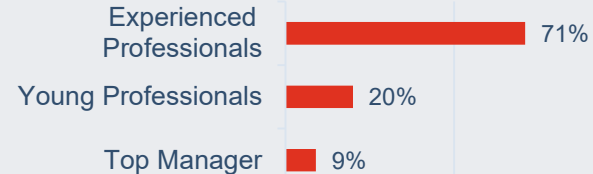
Engagement by Country



4.000+

Professional women in finance and asset management network and use our programs to develop their careers. These women attend our events, get to know role models within our network and continue their professional education with the help of our formats.

Engagement by Career Level



Data: December 2023



Overview Fondsfrauen

Why?

Prior to launching Fondsfrauen, the three founders each already had 20+ years of successful careers in the asset management industry. Each had different career paths and experiences. Each has her own personality. What they did not have where more women in business, more women supporting other women, an environment where women can truly flourish and be themselves. **A work environment that is good for women, men and companies.** Fondsfrauen were created to do just that.

How?

Fondsfrauen is the career network that brings together **women of all hierarchies, ages and personality**. We actively reach out to **students** to create interest in our industry. Equally important, Fondsfrauen brings together **companies** of the finance and asset management industry. We strongly believe that only by bringing all parties to the table, can we affect change. As such, we regular **benchmark** where the industry stands and have developed a number of initiatives to achieve true gender diversity.

Impact!

- **4.000+ women** who regularly engage with us, use our different offerings, have successfully advanced their careers
- **60 firms** supporting our mission, using our services for their corporate diversity efforts
- **First benchmarking** of Gender Diversity, Female Fund Managers and Awards
- **First** female empowerment **conference**
- **“Pink Ghettos”** are declining
- **More women** are seeking a career in our industry

Testimonials



«I have been a member and supporter of Fondsfrauen for many years because Anne and her team have successfully championed the cause of women in finance to achieve a gender balance across management levels within the fund industry. The high-level dialogue with industry experts at Fondsfrauen events never ceases to impress me and inspires me to continue being part of Fondsfrauen.»

Isabella Seidl

Director | BlackRock
Global Consultant Relations

«I began my career in infrastructure finance in London where I was part of a strong network of women in banking and finance. Naturally, I started attending Fondsfrauen events when I moved to an asset manager in Munich. At one of the events, I met Sandra Rother, a like-minded enthusiast for sustainable investments. Fast forward two years, I just joined Sandra's infrastructure debt team at MEAG. To me Fondsfrauen is a brilliant platform to engage with other finance professionals and to keep on top of the hot topics in our industry.»

Nadine Wagner

Illiquid Assets Debt | MEAG





Fondsfrauen Events

Why?

Women often understate the value of networking. In a female-friendly environment, they easily connect with others, learn and empower each other. It helps advance their careers and make valuable business connections. Companies hosting our events can show their attractiveness as a potential employer or business partner.

How?

Proven event formats: monthly online, get-togethers at lunch or after work; annually at the largest female-empowerment event of the industry “Fondsfrauen Gipfel”

- Panels, Keynotes for professional learning and personal development
- German or English language depending on location and audience
- In Germany, Austria, Switzerland and Luxembourg

Impact!

- All types of women learn to naturally integrate networking in their business lives
- Many women found **new jobs or made business contacts** with otherwise hard to connect individuals
- Companies make our events an **integral part of their diversity strategy**
- Companies attract talents that otherwise would not have considered them as a potential employer



Fondsfrauen Events

Networking & Visibility

With 25+ annual events, seize the chance to **expand your network and boost visibility within your company and community**. Additionally, we engage in 30-35 external events annually as moderators, panelists, or keynote speakers to advance our mission.

Event Hosts

We run about 25 events annually in **Germany, Austria, Luxembourg and Switzerland**. Hosts are our corporate partners, who show their commitment to gender diversity and understand the value they bring for employer branding. Format and topics are decided together with our hosts.



Learn & Empower

At our events, we focus on **personal and professional development topics** like personal branding, childcare and career balance, and next-gen leadership. We also cover professional subjects such as AI, sustainable investments, and industry advancements. Our successful monthly digital lunch talks provide a platform to **share knowledge** on various topics, showcasing talents & companies to a wide audience.

External Events

Event organizers increasingly seek our speaker recommendations and booking services. Priority is given to our members, partners, and sponsors before extending to the wider network. We **actively support event providers** in achieving at least **30-40% female representation on panels**.

Testimonials



«The Fondsfrauen platform is an important source of inspiration - for trend topics such as AI, but also for traditional portfolio management and career topics. We also use these impulses in our internal trainings.»

Katja Lammert

CIO Alternative Investments | MEAG

«The supportive events and networking opportunities offered by Fondsfrauen have made me realize that I am not alone in facing the challenges of being a woman in our industry. The exchange is a valuable source of inspiration for me to successfully navigate different situations. In addition, participating in these activities has helped me to expand my professional network and increase my visibility, which in turn has opened up exciting career opportunities.»

Magdalena Fest

Director Portfoliomanagement | FERl





Fondsfrauen Awards

Why?

Research proves that role models are important to advance women's careers. But women are not a homogeneous group. Different personalities with different career paths require different role models. In addition, women want to work for companies that take gender diversity serious. This is why we have five award categories: one for companies and four awards for role model, women of the year, rising talent and fund manager of the year.

How?

- Initiated first female finance award in Germany
- Launched in 2019
- Annual event in Frankfurt
- Nominations are submitted by individuals and companies and reviewed by the jury
- Nominees and winners of each category are honored.



Impact!

- **Affirms the great work of companies**
- Is a great element for employer branding
- Serves as example to other firms
- Showcases female and male role models
- **Rewards women** for their work and efforts
- **Gives visibility** to women
- Increased media awareness and exposure

Testimonials



«Fondsfrauen not only offers me valuable first-hand industry information, but also a strong network of successful women in the fund industry. I have valued the exchange and support within this community for over 8 years. Through my involvement in the Buddy Programme, I can pass on my experience to young female professionals and was awarded the Role Model Award for this. I am also proud to be part of the Swiss Steering Committee and to actively support the development of Fondsfrauen in Switzerland. »

Julia Pomer

Director Wholesale | ThomasLloyd Group

« Different perspectives are key to developing innovative solutions. This is why the work of Fondsfrauen to promote women in fund management is so important. By recognizing the achievements of women and the companies most committed to gender diversity, the Fondsfrauen awards continue to drive the equality and diversity agenda in our sector.»

Christel Rendu de Lint

Co-CEO & Head of Investments | Vontobel





Initiatives for all Career Stages

Why?

Our research indicated the need to attract more female students to our industry and expand the talent pipeline. Mid-career women require support in balancing family and professional life. Retaining a skilled talent pool during this phase is crucial. Senior professionals may seek alternative work arrangements but wish to remain active. Retaining the expertise of an aging workforce is increasingly vital due to demographic shifts.

How?

Findings of our proprietary research with KPMG and the University of Mannheim shape our initiatives.

We target women at different stages in their career. Special mentoring programs, networking and educational opportunities are the answer.

Impact!

- **900 students** have learned about roles in our industry and met in person with role models
- **147 women** have completed our mentoring program in the midst of their career
- **30** senior women joined our latest initiative that was launched in 2023



Overview – Career Stages





Our Initiatives: Early-Career

Early-Career



Young Professionals

- Since 2021 we actively support young women in launching their careers
- 900 students attended our events at universities across Germany
- Events showcase role models and clear up misconceptions about the industry
- 110 young talents attended our annual Fondsfrauen workshop to network and to connect with potential employers



Buddy Program

- Launched in 2022
- Unique peer-group mentoring over 12 months
- Groups are formed by location and professional needs
- Personalized guidance & networking opportunities that set it apart from traditional mentoring programs.
- 36 buddies since inception



Our Initiatives: Mid-Career



Mid-Career



Mentoring Program

- Launched in 2016
- 12 Months Program
- Extensive individual sessions conducted by experienced female executives in the financial sector
- Annual increase of mentee capacities from 6 to 37 today
- **147** mentee relationships successfully matched since inception
- Proven success stories of past mentees



Networking

- Regularly cover topics at our events for career advancement and combining personal and professional lives
- Provide networking opportunities
- **Empower women to speak at our events to gain experience in public speaking and visibility**
- Motivate women to connect themselves locally



Our Initiatives: Late-Career



Late-Career



Senior Professionals

- Launched in 2023
- Explores ways for seasoned employees to continue contributing their expertise beyond their formal careers amid their changing needs
- Regular meetings, input from experts on professional development for a career after the career
- 30 Senior Professionals



Career after the Career

- Explore ideas to use the potential in new roles such as board members, consultants, etc.
- Network and exchange with peers
- Act as mentor to younger women
- Continued education with focus on senior professionals

Testimonials



«In addition to our in-house initiatives for female talent, the Fondsfrauen network is an opportunity to think outside the box and network within the industry. The Fondsfrauen mentoring program also provides an opportunity to learn from other women in the industry. Taken together, the internal and external programs provide our female talent with a variety of touch points to benefit from the experiences of other women on their career paths.»

Kerstin Gräfe

Managing Director, COO | Amundi Deutschland

«As a partner of Fondsfrauen, you have the opportunity to present yourself to a large group of talented and committed women. I have been able to use this platform to inspire great female candidates for our company and recruit them as employees.»

Evi Vogl

Board Member, Consultant





Testimonials

«I came across Fondsfrauen during my first year in the financial sector and they have been with me for almost 10 years now, playing a formative role in my development. I derive great added value from both the individual mentoring program and the numerous keynote speeches and panels. The most valuable things, however, are the personal connections and the creation of a network in which women support and encourage each other.»

Daria Lebert

Manager Fund Sales | Flossbach von Storch



«Personally, I have not only found added business value with Fondsfrauen, but above all a large, reliable network and friendships.»

Adriana Richter

StoryCoach, Speaker, Trainer



Social Media Reach

Learn | Empower | Share

Reach on Social Media 2023: **14.590 Follower**

660.000

Annual reach LinkedIn +
Facebook + Instagram

7.200+

LinkedIn Followers

2.100+

Instagram & Facebook

2.290+

8 dedicated LinkedIn groups for
exchange per location, interest,
establish local meetings/network

As of December 2023

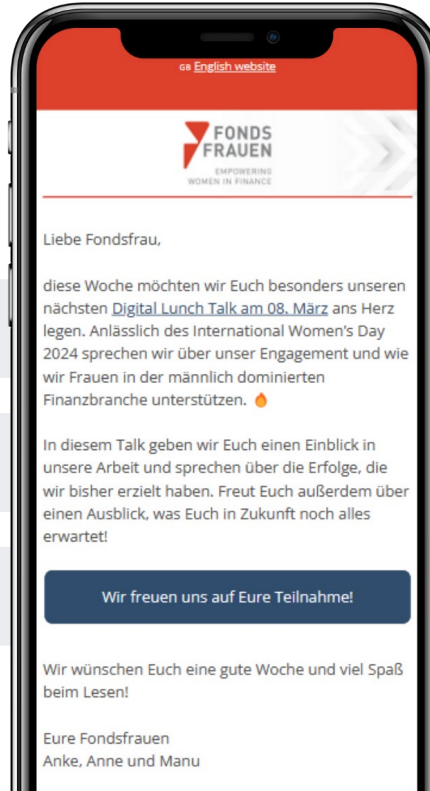


Newsletter

✓ Latest news and trends in the financial sector

✓ Gender Diversity, Jobs, Personality News

✓ Invitations to Fondsfrauen events and partner events



✓ Bi-weekly

✓ Mailing list with around **4,000 contacts**

✓ 95% female audience

✓ 40% opening rate



Media Reach

- Our articles, research, and studies gain traction in mainstream finance media platforms.
- This increased visibility extends our message and solidifies our presence as a reputable and influential entity within the industry, fostering greater engagement and recognition among diverse stakeholders.

Handelsblatt

FONDS
professionell

DAS INVESTMENT

FINANZ und
WIRTSCHAFT

CITYWIRE
DEUTSCHLAND

DELANO

dpn
DEUTSCHE PENSIONEN
& INVESTMENTNACHRICHTEN



Referenzen



«Fondsfrauen welcomed me as a career changer from journalism and research in the financial sector, and supported me from the very beginning as an experienced sustainability and diversity expert. Since my first steps with the organization for the study on women in the German asset management industry in 2018, I have been able to experience the network with its many benefits. I have had the chance to participate in the exchange at senior management level on specific initiatives to promote women, could often rely on the experience of other members as a young leader, and was encouraged in difficult career decisions. I am very thankful for this journey together and look forward to supporting the next generations and shaping a diverse future in exchange with the other members.»

Julia Bewerunge

Cluster Lead ESG Transformation and Steering | HypoVereinsbank

«At UBS Asset Management, we promote diversity in various ways. One of these is our commitment to Fondsfrauen. This provides our female talent an excellent platform for sharing experiences, networking, and career support, specifically from a women's perspective. In addition, Fondsfrauen's founders radiate a lot of enthusiasm and positive energy, which is contagious. That is why we participate with heart and soul.»

Christian Eibel

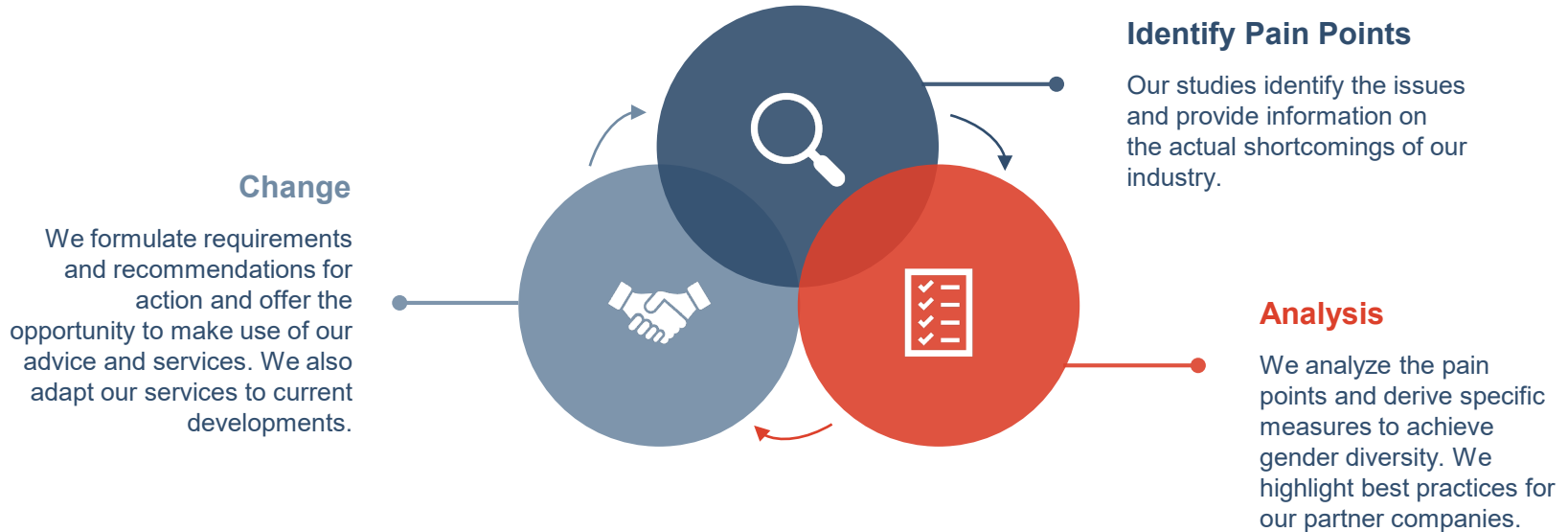
COO and Deputy CEO | UBS Asset Management Switzerland AG





Fondsfrauen Research

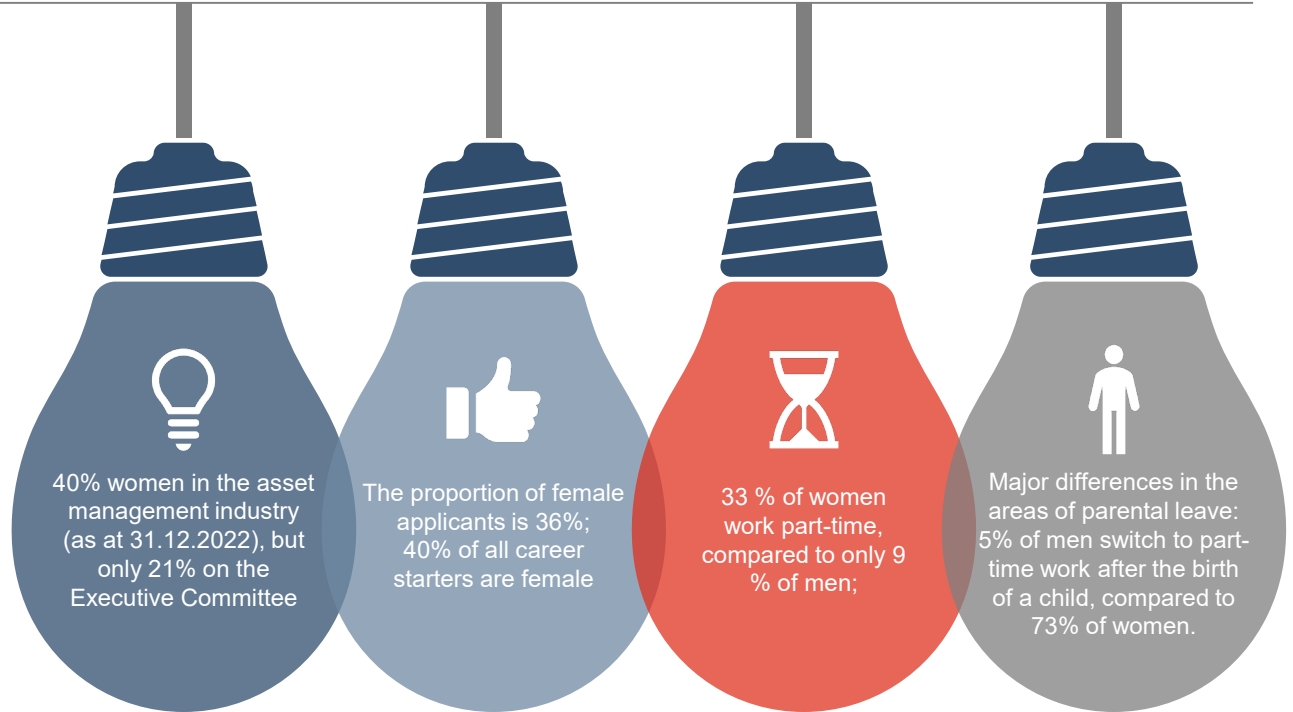
“Fearless Girls”-Study & KPMG Gender Diversity Report





Proprietary Research

- Respected research conducted with our partners **KPMG** and **University Mannheim**
- Delivers facts and transparency
- Benchmarks the diversity efforts and evolution in our industry
- Essential for our work to set priorities and identify where the needs are





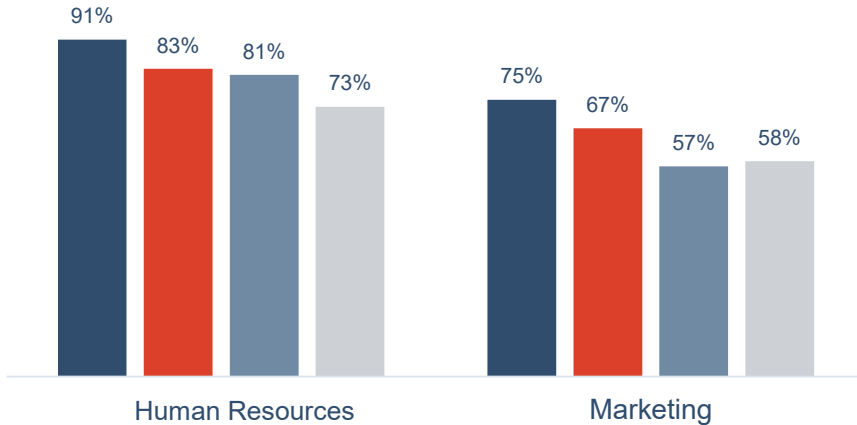
4th Gender Diversity Report

The popularity of the "pink ghettos" is declining

Source: 4th Gender Diversity Report 2023
KPMG/Fondsfrauen/Uni Mannheim

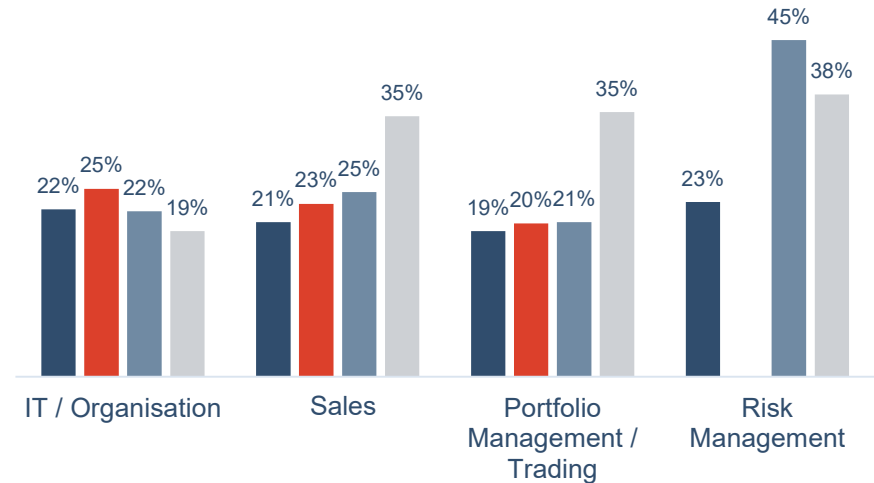
Highest Percentage Women

■ 2015 ■ 2017 ■ 2020 ■ 2022



Lowest Percentage Women

■ 2015 ■ 2017 ■ 2020 ■ 2022





4th Gender Diversity Report


CSRD – Hard Facts

Source: 4th Gender Diversity Report 2023
KMPG/Fondsfrauen/Uni Mannheim




Women's quota

- Only 2 companies surveyed have imposed a voluntary quota for the Supervisory Board and Management Board



Pay transparency

- No company calculates the difference for internal use
- 3 companies plan a calculation



CEO to Worker Pay Ratio

- 1 company calculates the difference for internal use
- 4 companies plan a calculation

None of the companies surveyed as part of our Gender Diversity Study wanted to state or calculate the **pay gap** between male and female employees or the **CEO to Worker Pay Ratio** for the survey



„Fearless Girls“ Study Take-Aways



Pain Point

The financial industry suffers from a bad image, especially among female students who are not convinced of the moral integrity of the industry. Although they find jobs in asset management interesting, they are not prepared to work there.



The financial industry predominantly attracts (overly) confident male applicants.



What can we do?

- Another communication approach: Finance enables the accumulation of wealth instead of exploitation
- Presenting successful women publicly
- Showcase role models to female students
- Frequently (if appropriate) give positive feedback to female junior staff
- Signal that employees in the company are friendly and collegial and not "Wolves of Wall Street"

Fondsfrauen support companies with specific recommendations for action & individual advice. We show role models and shed light on the false image of our industry.

Source: Fearless Girls Study 2018



Testimonial



« Union Investment has been working with Fondsfrauen for several years, creating an attractive opportunity for women to network across companies. Whether at the annual summits, at keynote speeches by the Fondsfrauen or at last year's big summer party, the joint events have provided participants with exciting content and plenty of room for exchange. By participating in several workshops for young professionals and by promoting the "Fearless Girls" study, we were also able to arouse the interest of talented potential female employees. »

Dr. Christina Heidemann

Group Human Resources, Personnel Development, Diversity and Culture Management Officer | Union Asset Management Holding AG

Our Team



Anne
Co-Founder & CEO



Anke
Co-Founder



Manuela
Co-Founder



Juli
Executive Assistant



Simin
Editor & Social Media



Julian
IT



Rene
User Experience



Andrea
Design



Betty
Marketing

Advisory Board



Charlotte Bänninger

CEFA Global Head Fixed Income,
President of UBS Asset
Management Switzerland



Kerstin Gräfe

Managing Director
COO Amundi Deutschland



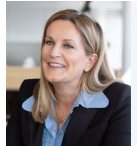
Dr. Anja Hochberg

Head Multi-Asset Solutions
Asset Management
Zürcher Kantonalbank



Michaela Krahwinkel

Consultant for Diversity &
Inclusion, Union Investment



Katja Lammert

CIO Alternative Investments MEAG



Anja Mikus

CEO/CIO Stiftung KENFO,
Fonds kerntechnischer
Entsorgung



Ilse Munnikhof

Product Area Lead App
ING Deutschland



Dr. Katharina Seiler

Senior Fund Manager,
Member of the Supervisory
Board, DWS Group



Madeleine Sander

Member of the Board
Hauck & Aufhäuser



Dr. Fleur Platow

Speaker, Author, Mentor



Corinna Valentine

COO Germany
Fidelity International

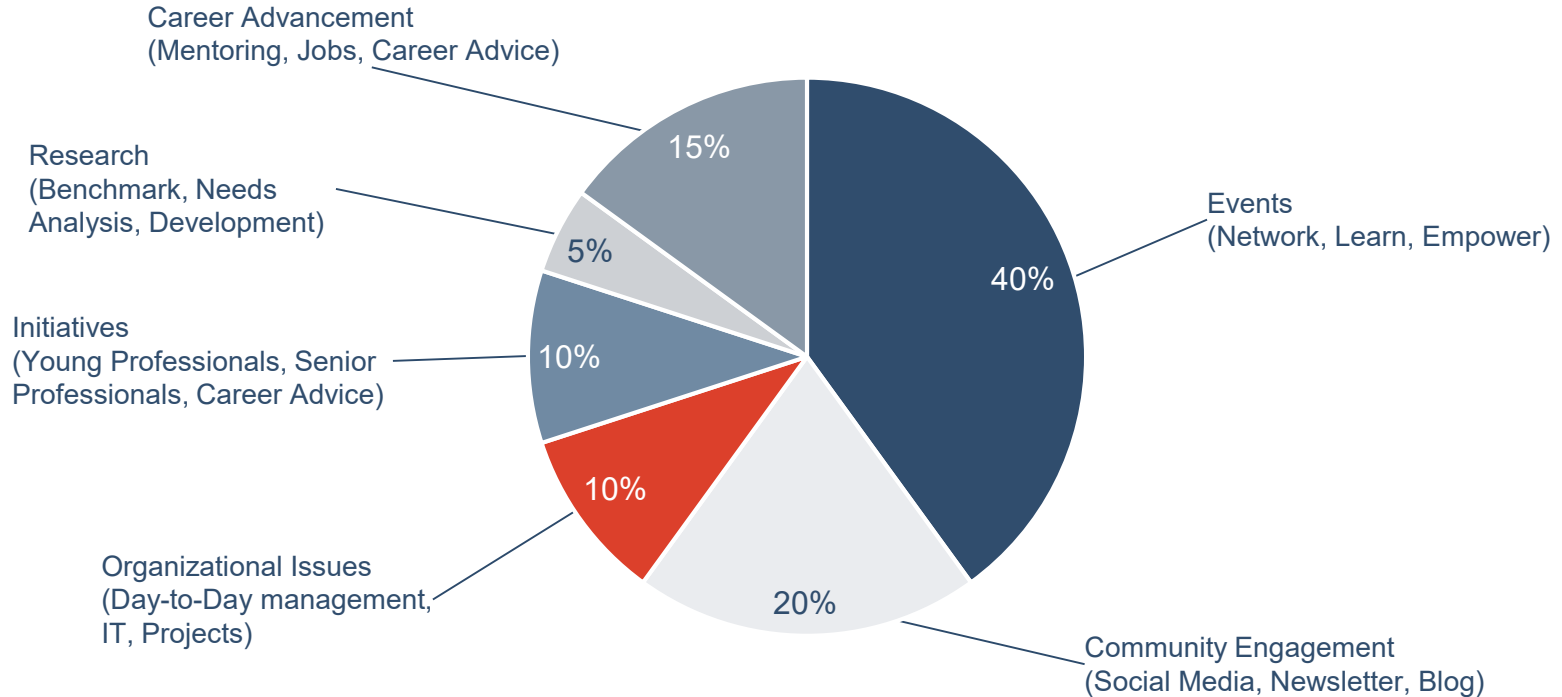


Evi Vogl

Board Member, Consultant



Budget Break-Down



As of March 2024

Corporate Partners

Partners



Supporters



Jan 2024



Outlook

Empowering women at all career levels

- Increase talent pipeline of young women
- Increase pool of mentees
- Continue the decline of “Pink Ghettos” and increase meaningful corporate roles for women

Expand to more financial firms and institutions

- Partner across the industry with companies in private markets, real estate, insurances, etc.
- Establish strategic partnerships with diversity initiatives such as the 30% Club

Encourage companies to normalize gender diversity

- Benchmark efforts to separate PR & Marketing talk from facts

**Make the financial industry a place that works for women, men and companies.
The journey goes on!**

Get in touch



For more information or questions,
please get in touch with:

Juli Trejo

Executive Assistant to CEO, Fondsfrauen GmbH



www.fondsfrauen.com



info@fondsfrauen.com



Am Bahnhof 7a
85435 Erding
Germany