moneyfarm | 2025 Impact Report

Certified B Corporation

Table of *contents*

Our first Impact Report, organised across eight chapters and one annex — covering who we are, the methodology behind our certification, and the four pillars guiding the work to come.

1. *Introduction.*

This inaugural Impact Report marks a new chapter in Moneyfarm's evolution. It is our first Impact Report since we achieved **B Corp™** certification, declaring our commitment to the principles that have long guided our mission: making finance simple & accessible, generating not only strong financial returns for our clients and shareholders but also lasting value for all stakeholders. We believe that managing money is an important part of using our assets well, and the same concept can be applied to multiple different scarce resources. In other words - we all lose too much by badly managing our money and our resources. This document represents our public commitment to that belief. The purpose of this report is to provide a balanced, transparent analysis of our business's impact on key stakeholders. It outlines how we intend to generate long-term value for our clients, employees, shareholders, society, and the environment—backed by measurable actions and data. This report is a direct and essential outcome of our journey toward becoming a certified "B Corporation". The B Corp™ certification formalises our dual purpose of profit and impact, and embeds it into our governance, transparency, and daily decisions. This document is a core component of that commitment, serving as our primary tool for accountability and transparent communication with our shareholders and the wider community.

2.

Letter from the CEO.

Dear Clients, Partners, and Employees,

It is with great pride that I present **Moneyfarm's first Impact Report.** This document is more than a summary of activities; it is the codification of our core belief that a successful business in the 21st century must also deeply consider its impact to all stakeholders.
For us, this means combining passion, expertise, and technology to give clients the three building blocks of investment success - access, advice and low-cost - through best-in-class solutions that protect and grow their wealth over time.
We believe long-term financial performance - particularly for a business like ours - depends on trust, transparency, and the value we create for all stakeholders, not just shareholders.
Our decision to pursue B Corp certification was a natural step in our evolution to make sure we can measure our progress towards that goal.
It formalises our responsibility to all our stakeholders in a measurable way and embeds purpose into our governance, compelling us to use technology to build a simpler and more effective financial system, starting with clearer access, simpler products, and more sustainable investment options at a more sustainable cost. This report outlines the work we've done to identify where our business can have the greatest meaningful, measurable impact. Guided by our findings, we are committing to four key pillars:
1. championing simplicity and transparency in finance;
2. promoting accessibility to investing in all its forms; 3. expanding access to sustainable investing also through inclusive and value-driven ESG solutions;
4. nurturing a thriving culture where our people can have a high impact.
This is the beginning of a new chapter for Moneyfarm. We are inspired by the opportunity to contribute to **a more equitable and sustainable world through the power of responsible, tech-enabled finance & investing.**

Thank you for joining us on this important journey.

Sincerely,

Giovanni Daprà
Moneyfarm Chief Executive Officer

3. Moneyfarm

History, key numbers and highlights.

Moneyfarm was founded in 2011 by Giovanni Daprà and Paolo Galvani with a clear mission: to make finance more simple & accessible by breaking down the barriers of traditional wealth management and redefine how people engage with their money across Europe. Born in an era where financial services were often synonymous with high costs and opaque structures, Moneyfarm introduced a radical alternative. By seamlessly merging sophisticated technology with the nuanced guidance of human expertise, we pioneered a model that is truly personal, transparent, and accessible to everyone.

Our growth has been defined by key milestones that reflect our commitment to innovation:

2012 | 2015

The spark of disruption.

Launching in Italy, we established ourselves as the nation's premier digital investment platform. We championed the use of Exchange Traded Funds to offer high-quality portfolios at a fraction of the traditional cost, setting a new industry standard for efficiency.

2016

Crossing borders.

We expanded our presence in the United Kingdom by opening our London headquarters. Successfully entering one of the world's most competitive financial hubs proved the scalability and resilience of our customer-centric model.

2018 | 2019

Strategic alliances.

Our journey gained significant momentum with investments from global leaders such as Allianz, followed by a landmark partnership with Poste Italiane. These collaborations integrated Moneyfarm's DNA into some of Europe's largest financial distribution networks, bringing professional management to millions.

2022 | 2024

Fuelling the future.

A significant funding round led by M&G plc empowered us to accelerate our innovation. This support enabled the launch of critical new services, including advanced retirement solutions, brokerage and liquidity management, further strengthening our position as a Total Wealth Partner for our customers.

2026 | Present

Pan-European leader.

Today, Moneyfarm has evolved from an ambitious startup into a pan-European leader in digital wealth management. We are proof that **professional asset management can be a positive force.** As we move forward, our **commitment to all our stakeholders' impact and transparency** is notjust a goal; it now drives how we build products, measure performance, and serve our clients.

Moneyfarm in numbers in '25.

Our journey as a company has always been driven by a purpose to make finance simple and accessible. This same purpose now guides our evolution toward B Corporation status, where **success is measured not only by our growth but also by the long-term value we create for all our stakeholders.**

£6.3bn

Assets Under Management

Across the United Kingdom, Italy and our wider European client base.

170,000

Active Clients

From first-time savers to private wealth, served on one platform.

14 years

In business

Founded in 2011 — among Europe's longesttenured digital wealth managers.

90.5

B impact assessment score

Verified by B Lab — above the 80-point threshold for B Corp certification.

4

Impact pillars

The four areas where our business can have the greatest measurable impact.

4

European offices

London, Milan and Cagliari — one team, three home cities.

4. *The Pathway to B Corp certification.*

Our decision to pursue B Corp certification represents a deliberate commitment to embed all stakeholders and environmental responsibility into how we operate and grow. It is a formal pledge to move beyond the traditional goal of profit maximisation and to integrate the creation of measurable environmental and social value into our core mission and governance.

The journey began in 2022 when we initiated a comprehensive measurement process using the B Impact Assessment (BIA) to evaluate our sustainability performance and define a strategic roadmap for improvement.

This project was conducted with the support of NATIVA – Regenerative Design Company, the first B Corp and Benefit Corporation in Europe.

To ensure a thorough implementation of the BIA standards, we mobilised an expanded internal team comprising heads of all key corporate functions.

A central objective of this initiative was to establish a rigorous improvement plan that identified strategic directions and specific actions, with short-, medium-, and long-term goals.

Following an independent audit by B Lab, Moneyfarm officially became a certified B Corp in April 2024 with a verified score of 90.5, exceeding the 80-point threshold required for B Corp status.

This certification is now the foundation of our impact strategy, ensuring a data-driven and methodical approach to managing our footprint across all facets of our business.

As part of this legal responsibility, we produce this Impact Report annually, not just as a requirement, but as a tool to ensure transparency and continuous improvement.

In the following section, the report presents our materiality assessment, conducted to determine the elements where our sustainability strategy should be most focused, identifying and prioritising the issues that matter most to our clients, employees, shareholders, partners, and wider society.

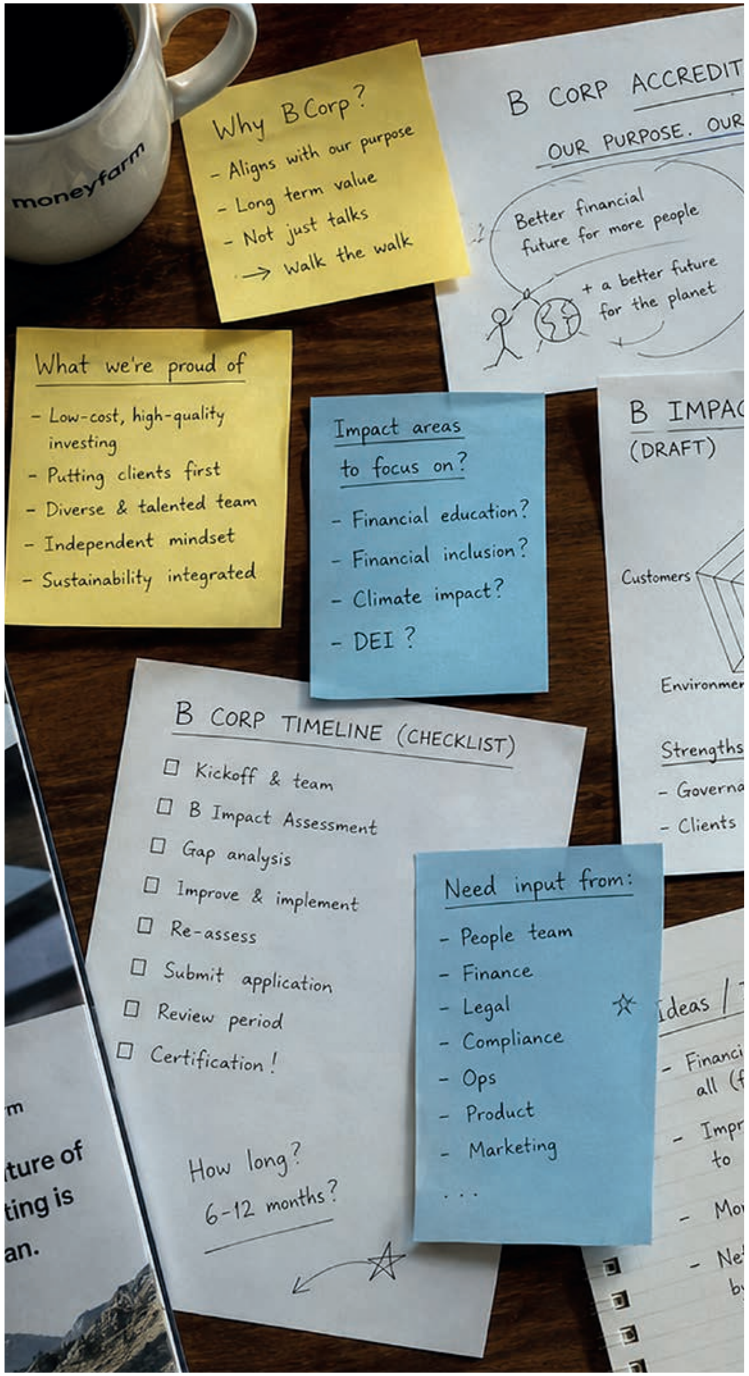
This formal process serves as an essential diagnostic tool, moving our sustainability efforts from well-intentioned principles to a data-driven, accountable strategy focused on creating measurable value.

Subsequently, the document details our sustainability strategy, derived from the materiality assessment, outlining planned actions and associated commitments.

5.

The materiality assessment: *Identifying what matters most.*

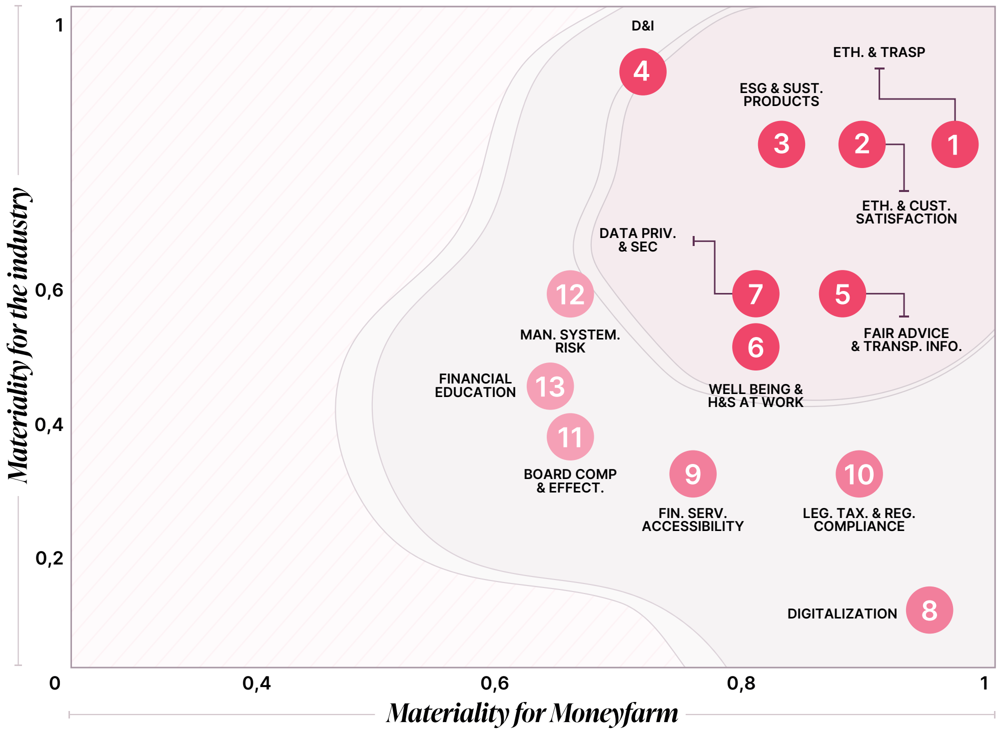
We started with a simple question: what matters most to our clients, our people, and our future resilience? A materiality assessment is the formal process for identifying and prioritising the issues most significant to a company and its stakeholders. We have adopted a precise definition of materiality, identifying topics that either reflect the company's significant impacts on economic, environmental, and social topics or substantially influence the evaluations and decisions of the company's key stakeholders.



5.1. *Defining materiality.*

The concept of "impacts" is central to this analysis. An impact is any effect our company has on the economy, the environment, and society. These effects can be positive or negative, current or potential, short-, medium-, or long-term, direct or indirect, voluntary or involuntary. They may be the result of our direct operations or occur within our value chain.

We have summarised our analysis in a materiality matrix — a clear, visual representation of the economic, social, and environmental topics most relevant to Moneyfarm and our stakeholders. This matrix supports our sustainability strategy, and this report addresses the most important topics.



See Annex A for further details.

1. *Ethics & transparency*
2. *Ethics & customer satisfaction*
3. *ESG & sustainable products*
4. *D&I*
5. *Fair advice for customers & transparent information*
6. *Wellbeing and health & safety at work*
7. *Data privacy & security*
8. *Digitalization*
9. *Financial services accessibility*
10. *Legal, taxes & regulatory compliance*
11. *Board composition & effectiveness*
12. *Managing systemic risks*
13. *Financial education*

5.2. *The identification process.*

To build a comprehensive understanding of our operating landscape, we developed a rigorous four-part methodology to identify potential material topics. This process was based on publicly available information and data.

This multi-faceted analysis produced a comprehensive list of potential material topics. These topics will be further refined and prioritised by key internal stakeholders during a dedicated workshop to finalise our strategic focus. These insights form the basis for defining the impact areas where Moneyfarm will concentrate its energy and resources.

1 *International Standards Analysis*

We analysed established international standards to identify topics recognised as material for the financial services industry, such as ensuring fair advice to customers.

2 *Industry Benchmarking*

We reviewed competitors' and industry leaders' sustainability reports and public documents to identify their declared material topics, such as the availability of ESG Products.

3 *Sustainability Trends Analysis*

We examined key sustainability trends, like the global push toward Carbon Neutrality, to identify topics that are increasingly relevant to Moneyfarm's business model and stakeholder expectations.

4 *Business Model Analysis*

We conducted an internal analysis of Moneyfarm's business model to identify key impact areas, such as improving access to financial products.

6.

Our purpose and the four impact pillars.

Guided by our vision to build a more resilient and equitable world through responsible finance, we defined our purpose as:

Make finance simple and accessible.

We simplify the complexity of investing by combining passion, expertise, and technology to give clients the three building blocks of investment success - access, advice and low-cost - through best-in-class solutions that protect and grow their wealth over time. Whether you're just getting started or managing growing wealth, we adapt to your needs without overwhelming you. Simplicity doesn't mean cutting corners. It means building clarity and trust into everything, from our products and processes to how we communicate and collaborate. Finance should work for everyone. That's why we build financial experiences that remove barriers, empower decisions, and help you move forward on your own terms.

Together with the materiality assessment, our purpose crystallised our focus into four impact areas. These pillars represent our greatest opportunities to **create long-term value for our clients, employees, shareholders, communities, and the environment.** They are the foundation of our commitment to being a force for good and will guide our actions and reporting in the years ahead.

6.1. Simplicity in finance.

Removing friction to make investing clear, intuitive, and trustworthy

The financial world is often confusing. At Moneyfarm, we believe simplicity is a form of empowerment. That's why we remove jargon, design intuitive tools, and speak a language everyone can understand. Our mission is to dismantle these barriers, transforming complexity into clarity.

We are committed to fostering a culture where transparency is not just a regulatory requirement but a fundamental service to our clients. By speaking an honest, direct language and refining our digital interfaces, we ensure that every investor—regardless of their background—can navigate their financial future with confidence.

Objectives

1. ***Improve communication clarity across all client touchpoints.***
2. ***Ensure product documentation and reporting are easy to understand.***
3. ***Monitor and integrate customer feedback to inform simplification efforts.***
4. ***Make transparency a distinguishing feature compared to traditional banks.***
5. ***Ensure alignment between ESG communication and product reporting.***

Actions

- ***Create content focused on transparency that explains costs, risks, and the investment strategy in plain language.***
- ***Publish informative blog posts explaining topics like tax strategy and long-term planning.***
- ***Host regular 1:1 or small group meetings to gather qualitative feedback on the investment experience.***
- ***Embed transparency narratives in onboarding, reporting, and help content.***
- ***Integrate ESG impact data clearly into performance reports and product pages.***

6.2. Accessibility to investing.

Making investing inclusive, practical, and relevant to everyday needs.

Historically, sophisticated financial advice and investment management have been reserved for a select few. Moneyfarm was born to open those gates. We believe that everyone should have the opportunity to grow their wealth through professional, diversified strategies.

Our approach to accessibility is holistic: it's about lowering economic barriers and raising financial literacy. From automated recurring plans to human support for less confident users, we aim to meet people where they are. We are building a platform that is relevant to first-time investors and inclusive for savers, ensuring the path to financial resilience is open to all.

Objectives

1. ***Make investing more approachable for younger audiences.***
2. ***Simplify and streamline the investment journey for new users.***
3. ***Make digital investing tools more accessible to older users.***
4. ***Ensure inclusive access to key product information across diverse user segments.***
5. ***Increase customer confidence in investing.***

Actions

- ***Share simple, relevant content on social media platforms to engage Gen Z in financial education.***
- ***Improve user experience on the platform by removing friction points in onboarding.***
- ***Offer specialised digital skills training and onboarding support for 60+ clients.***
- ***Adapt UI and content for different literacy levels and device formats.***
- ***Focus content on core investing principles, such as diversification and long-term goals.***

6.3. Sustainable products.

Building portfolios that reflect impact, not just returns.

We operate on the firm conviction that our clients' long-term prosperity is inseparable from the health of our society and the planet. Transitioning to a sustainable economy is the greatest challenge of our time, and as an asset manager, we have a vital role to play.

This is why we apply ESG scoring across portfolios, screen out harmful sectors, and give clients transparent data on sustainability metrics. Our ESG strategy is built on the principle that portfolios should reflect a client's values without compromising on returns. Sustainability is no longer a filter. It's part of the foundation.

Objectives	Actions
1 *Ensure ESG integration across all relevant portfolios.*	*Apply a consistent ESG scoring framework and negative screening approach.*
2 *Align ESG portfolios with clients' sustainability goals.*	*Map client preferences and integrate them into portfolio recommendations and communications.*
3 *Improve transparency around ESG performance.*	*Publish clear updates on the ESG performance of Moneyfarm portfolios.*
4 *Expand the availability and visibility of ESG-oriented investment solutions.*	*Promote ESG products through targeted content and refine existing strategies to better align with client interests.*
5 *Embed ESG considerations into investment governance.*	*Integrate ESG impact reviews into BoD-level decision-making processes.*

6.4. Culture & Well-being.

Growing with Purpose and Inclusion.

Our success is driven by high achievers who operate with purpose. To build a more equitable financial system, we must ensure our people are equipped for long-term success in an increasingly complex world. At Moneyfarm, we treat personal growth as a strategic priority; we don't just offer a workplace, we offer a platform for individuals to increase their professional value and secure their long-term financial future.

We foster an environment where High Impact People can thrive, balancing high-intensity ambition with the resilience required for a sustainable, high-impact career.

Objectives	Actions
1. *Drive a High-Performance Culture.*	*Use engagement and internal tools to ensure teams remain aligned, accountable,engaged and challenged.*
2. *Improve physical and mental well-being through structured initiatives.*	*Promote internal wellness offerings and measure uptake of welfare resources.*
3. *Raise awareness and Leverage Inclusion for better outcomes.*	*Deliver training and internal comms campaigns on inclusive behaviour*
4. *Strengthen the internal sustainability culture.*	*Share relevant ESG updates and content internally, linking them to the employee experience.*
5. *Embed Purpose into Execution.*	*Integrate cultural values and High Impact People principles into onboarding, training and leadership messaging to drive scalable growth.*

7.

Conclusion: *Our ongoing commitment.*

This first Impact Report marks a formal beginning, not a final destination. It articulates our dual commitment to delivering outstanding financial performance for our clients while creating positive and measurable social and environmental impact. We are a company with a dual purpose, and we are proud of our mission.

This commitment is how we'll continue delivering long-term value to clients, employees, shareholders, and the society we're part of.

Ethics & transparency.

Approach to managing risks and opportunities related to ethical business conduct, including issues such as fraud, corruption, bribery, facilitation payments and fiduciary responsibilities. Ability to deliver services adhering to the highest professional and ethical standards, avoiding conflicts of interest, misrepresentation, bias and negligence, thorough employee training and the implementation of proper policies and procedures.

Digitalization.

Acting as a pivot in digitalising the finance sector and its processes, making the services more accessible through devices and increasing proximity with the customers.

Legal, taxes & regulatory compliance.

Take compliance with legal, regulatory and tax constraints as a commitment to the community. Not aiding or advising clients on tax evasion or avoidance strategies.

Board composition & effectiveness.

Promoting an equal and diverse composition of the board, in order to bring heterogeneous points of view to the table. Fostering the independence, diversity and other positive qualifications of directors, to secure the competitiveness of the company and its long-term economic success.

Managing systemic risks.

Management of systemic risks arising from the large-scale collapse of systems on which the economy and society depend, such as financial and technological systems.

It addresses the mechanisms a company has in place to reduce its contributions to systemic risk and to strengthen safeguards that may mitigate the impacts of systemic failure, the company's ability to absorb shocks arising from financial and economic stress, and stricter regulatory requirements related to the complexity and interconnectedness of companies in the industry.

Ethics & customer satisfaction.

To serve customers with integrity and be a reference for them in offering high-value-added services.

ESG & sustainable products.

Perform an analysis of all material information into investment decisions, including environmental, social and governance (ESG) factors.
The process of ESG investment involves considering ESG factors in valuation, modelling, portfolio construction, proxy voting, and engagement with investors, and, as a result, in investment decision-making by asset and wealth managers.

Fair advice for customers & transparent information.

Management of the transparency, accuracy and comprehensibility of marketing statements and advertising.
It includes avoiding aggressive selling practices, adhering to fair advertising standards, and maintaining ethical and responsible marketing practises.

Data privacy & security.

Management of risk related to the collection, retention and use of sensitive and confidential customer data and the use of that data for secondary purposes, such as marketing through affiliates.

It addresses a company's strategy, policies, and practices related to IT infrastructure, staff training, record keeping, cooperation with law enforcement, and other mechanisms used to ensure the security of customer or user data, as well as the company's approach to collecting data, obtaining consent, and managing evolving regulations.

Diversity and inclusion.

Ensure the company's culture and policies support a diverse, inclusive workforce, promote equal opportunities, and enhance employees' overall well-being.

It addresses employee diversity (based on race, gender, ethnicity, religion, sexual orientation, and other factors) and includes recruiting practices, workforce policies, and the promotion of equal opportunities in the community where the company operates. Provide women with the tools, knowledge and access to financial resources needed to achieve economic independence, by offering tailored financial products and promoting financial literacy.

Financial services accessibility.

Becoming witnesses to and actively promoting the right of all to have access to financial services as a lever of economic and social empowerment for people.

Financial education.

Promoting financial education both through informative material related to the products of the company and initiatives to diffuse financial literacy using the company's channels; fostering projects to bring young people closer to investment activities and advocating for a responsible management of savings.

Wellbeing and health & safety at work.

Competitive compensation and employee benefits, promotion of a healthy and safe work environment and wellness programs to promote overall employee well-being (mental, emotional, and social well-being).

moneyfarm | 2025 Impact Report

Certified B Corporation