

## Press release

For immediate release

# Deutsche Oppenheim and Finance in Motion Bolster Impact Investing

## New investment strategy

Event held at Frankfurt's Social Impact Lab

**Frankfurt, Grasbrunn, Cologne, Hamburg 12 June 2017** - High-net worth business owner families and other investors are becoming increasingly interested in a new form of investment – impact investing. Doing good without sacrificing returns on investment is a new trend that originated in the USA but is now increasingly attracting attention here as well. Impact investing involves more than sustainable investment. The goal is to achieve direct, positive social and ecological effects through investments. In other words, the classic idea of investor returns is being expanded to include a “social return on investment” as well.

Deutsche Oppenheim and Finance in Motion invited clients and management staff from Germany's largest family office to a presentation by Charly and Lisa Kleissner at the Social Impact Lab in Frankfurt. The Kleissners are among the pioneers of this new investment philosophy, in which equity interests and loans help make the world a better place.

Using detailed reports, the Kleissners showed that their impact investments across all asset classes are not only competitive in their own right but also help drive forward socially useful projects. Their foundation takes a long-term approach to impact investing across their entire portfolio, allowing them to report from an investor perspective, too. Particularly interesting was the fact that they have succeeded in outperforming conventional benchmarks in the past and that investors do not have to sacrifice returns despite the strong focus on impact investments.

“High net worth business owner families in particular are starting to be interested in this topic”, said Dr. Thomas Rüschen, CEO of Deutsche Oppenheim Family Office AG.

“Our clients don't just want to buy organic or source green electricity; they also want to support meaningful projects directly. Our event gave them an overview of the various options that exist to date in this young and still developing market.”

The venue for the event – the Social Impact Lab – primarily supports social entrepreneurs in Germany. These are business founders who are devoting themselves to, and want to generate an acceptable

income from, socially beneficial projects. The Lab's role is to provide co-working spaces and professional support (consulting, coaching, qualification measures).

Florian Meister, Managing Director of Finance in Motion, also underlined the growing importance of impact investing. The 180 employees at his company, one of the leading firms in the area of impact investing, advises a number of funds with total assets under management of EUR 1.8 billion. "Public-private partnerships in particular can achieve a lot in this space", Meister said. "For example, public sector investors who are primarily interested in achieving an impact can make it attractive for private sector players to invest in developing markets and emerging economies by providing risk buffers."

Summing up, Thomas Rüschen was upbeat: "Thanks to our experience to date in this area and the Kleissner family's extensive network of contacts, we can not only offer our clients guidance in this area but also assist them in looking for impact investments".

### **About Finance in Motion**

One of the world's leading impact investment advisors, Finance in Motion focuses exclusively on for-profit funds promoting sustainable economic, social and environmental progress in low- and medium-income countries. With more than EUR 1.5 billion in assets under management, the company leverages development aid through public-private partnerships. In line with the goals of its funds, Finance in Motion promotes long-term relationships and helps partners develop their business. Backed by 15 local offices spread through the more than 20 countries it serves, Finance in Motion advises the following development finance vehicles: the European Fund for Southeast Europe (EFSE), which finances micro-, small and medium enterprises (MSME finance); the Green for Growth Fund (GGF), which targets reduction of energy use and CO2 emissions; the SANAD Fund for MSME in the Middle East and North Africa; and the eco.business Fund, whose goal is the preservation of biodiversity and the sustainable use of natural resources.

For more information, please visit [www.finance-in-motion.com](http://www.finance-in-motion.com)

### **About Deutsche Oppenheim**

With offices in Grasbrunn near Munich, Frankfurt, Hamburg and Cologne, Deutsche Oppenheim Family Office AG is a multi family office asset manager and one of Europe's leading players in this field. The family office provides a full-service offering for complex family fortunes. As part of Deutsche Bank's Wealth Management division, Deutsche Oppenheim offers bespoke asset management mandates for large investment volumes in addition to its comprehensive range of family office services. It is also the initiator of and investment advisor for three multi asset retail funds (the "FOS Funds") from Deutsche

Asset Management International GmbH, which have been well established on the fund market for years.

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