2019 highlights
INVEST EUROPE IN 2019

PUBLIC AFFAIRS
Invest Europe fosters positive dialogue between the private equity and venture capital community, policymakers and regulators across the world. We play a constructive role in developing the EU legislation that will shape the future of the industry.

HIGHLIGHTS 2019
› 113 advocacy meetings held across the 26 policy areas covered.
› Improved conditions for pre-marketing and denotification in the AIFMD and EuVECA frameworks.
› Insurers investing in private equity now have to set aside 22% instead of 49% capital when investing in long-term equity held through funds.
› Built a global industry coalition on international tax issues to advocate our position to the OECD and other international institutions.
› Paved the way for a more robust state aid framework that is conducive to early-stage investment.
› Secured the adoption of a principles-based approach on sustainability disclosures, avoiding a disproportionate burden on the industry.
› Prevented a sector-wide contribution to the European Supervisory Authorities’ budgets.

POLICY OBJECTIVES FOR 2019-2024
› Ensuring global investment opportunities.
› Strengthening private equity’s attractiveness for investors.
› Improving Europe’s private equity ecosystem.

2020 Priorities
INFORM
Advocate
Access
Objectives
65% New of 705 MEPs 19/27 New Commissioners -1 Member state (changing dynamics)

COMMUNICATIONS
Invest Europe builds global understanding and awareness of private equity and venture capital and promotes its contribution to jobs and growth. We make the case for investing in European private equity and venture capital and manage the reputation of the industry with policymakers and media/opinion formers.

HIGHLIGHTS 2019
› Press engagement: Over 1,400 interactions with journalists and 300 media articles secured, reaching a potential audience of several hundred million.
› Publishing and thought leadership: Continued to increase awareness and understanding of the value of private capital in Europe’s economy through publications (13 in 2019), blogs, presentations and case studies.
› Reputation management: Developed robust messaging to promote private equity and venture capital’s benefits to the economy and also address misconceptions and criticisms.

Digital transformation

New Invest Europe website
› Launched on 2 October 2019.
› Better user experience and content architecture.
› Improved back-end management.
› Greater scalability and flexibility to manage and meet changing needs.
› Upgraded analytics.

Social media
Twitter followers
4,398 16,600 27,600 36,493 44,484 +22%
2015 2016 2017 2018 2019
LinkedIn followers
4,953 6,635 7,947 9,420 11,946 +27%
2015 2016 2017 2018 2019

Member communications

Daily
Media newsletters
139
Emails to members
MEMBER EVENTS AND NETWORKING

Invest Europe events are valued for their high quality industry insights, open and balanced LP-GP debate, and excellent networking opportunities in a non-commercial setting.

HIGHLIGHTS 2019

› Investors’ Forum: The annual flagship member conference remains an exclusive and important event in the private equity calendar. The 1:1 LP/GP ratio ensured efficient, focused networking. 2019 highlights included a keynote speech from The Carlyle Group’s David Rubenstein.

› CFO Forum: A strict minimum of two-thirds practitioners (CFOs, COOs and senior finance executives) guaranteed targeted, quality content and networking. Content included data insights, panel discussions and small-scale roundtables.

› VC Forum: The VC Forum drew an international audience from across the European VC ecosystem, underlining its importance as a leading European industry event. Highlights included a welcome reception hosted by French Prime Minister Edouard Philippe.

INDUSTRY DATA AND RESEARCH

Invest Europe is the most authoritative source of European private equity and venture capital data, trusted by the industry, media and institutions including the European Commission and OECD.

HIGHLIGHTS 2019

› European Database Cooperative: Launched the collection of economic impact data on the EDC platform alongside annual industry activity data gathering. The first results will be available in 2020.

› Invest Europe reports: Over 10,000 downloads of Invest Europe’s 2018 European Private Equity Activity report and Central and Eastern European Private Equity Statistics.

› Expanded analysis: Invest Europe’s data captured activity by more firms in Europe. All reports continue to generate significant positive press coverage.

Collaboration on external reports

› The VC factor: The research team collaborated with the European Investment Fund on The VC factor report which was accessed by 3,350 people on the EIF website in December 2019.

› The State of European Tech: Invest Europe provided 78 data analyses to venture capital firm Atomico for its annual State of European Tech report. When launched, the dedicated website attracted more than 42,000 users in 45 days.

1,400 European private equity firms covered by EDC in 2018 (vs. 1,250 in 2017)
89% of €688bn European capital under management

MEMBER EVENTS AND NETWORKING

1,000 Delegates participated in our key events

› Focused events: The Single Family Office Day and Corporate Venture Capital Summit provided the opportunity for closed-door, peer discussions on latest trends, industry opportunities and challenges.

› Networking events: 270 members attended Chair’s dinners in cities across Europe. The exclusive member evenings provided quality industry networking and an update from Invest Europe.

8 Chair’s dinners
270 Members attending
INVEST EUROPE IN 2019

INDUSTRY EXCELLENCE
Invest Europe develops market-leading standards in fields including valuation, investor reporting and responsible investment, enabling members to remain at the forefront of global industry best practice.

HIGHLIGHTS 2019
› ESG Due Diligence: Published a new voluntary Guide to ESG Due Diligence for Private Equity GPs and their Portfolio Companies, helping members identify and address material ESG risks and opportunities.
› Webinar: Organised a successful webinar on Invest Europe’s ESG guide, attracting more than 100 live participants from across the world.
› IPEV Valuation Guidelines: Convinced the IPEV Board to provide further clarity on the circumstances in which fund managers can use “Price of Recent Investment” as a valuation technique under the 2018 Valuation Guidelines.

HIGHLIGHTS 2019
› New leadership: Invest Europe appointed Eric de Montgolfier as CEO in November 2019, bringing in an industry practitioner with three decades of experience to lead the association’s efforts.
› Experienced executive team: Appointed new directors of Public Affairs, Membership, Events & Training, and made internal promotion to fill Research director role, completing an experienced team of departmental heads.

Invest Europe Training
› Invest Europe training offers professional courses for all industry participants.
› Training ranges from foundation courses for new entrants to specialised courses for seasoned professionals.
› In 2019, a new course on Fund Secondary Transactions was successfully launched and held in Frankfurt and London.

Invest Europe Training
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<tr>
<th>Courses</th>
<th>Attendees</th>
<th>Countries</th>
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<td>16</td>
<td>340</td>
<td>30</td>
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TIME TO LEARN

FINANCE AND ADMINISTRATION
Invest Europe employs top professionals with deep experience and adheres to operational best practice in order to create a world-class association that works for all members.

HIGHLIGHTS 2019
› New hires: Six new appointments in membership, events and public affairs bringing teams back to full staffing levels.

Eric de Montgolfier Chief Executive Officer
Last year was one of change in Europe. That will continue in 2020 as European institutions plot their course for the next four years and the UK seeks to agree its future relationship with the remaining 27 member states. Throughout this, Invest Europe will work to ensure that our industry continues to be recognised by policymakers as central to a healthy, dynamic and sustainable European economy.

We have a full pipeline of initiatives to build on our past achievements and reinforce our commitment to serve all our members. These include the roll out of economic impact data collection to demonstrate private equity and venture capital’s positive contribution to job creation in Europe, and a new edition of Invest Week to build awareness of what our broad and varied industry does among key stakeholders in Brussels.

At its core, Invest Europe is an association for its members. In order to speak effectively on your behalf, we must also listen. We will be ensuring that we will listen closely to all members’ needs in order to deliver the high quality services you expect and demand.

MESSAGE FROM CEO

OUR MEMBERS

GP Members
- Buyout 164
- VC 160

LP Members
- Inst. Investor 82
- Fund of Funds 65

Associate Members
- Law Firm
- Consulting/Advising
- Accounting/Audit
- Placement Agent
- 3rd Party Fund Admin
- Other

Member firms located in
- 37 Countries across Europe
- 11 Countries outside Europe