

Highlights 2025

Communications

Invest Europe builds understanding and awareness of private equity (including listed private equity), venture capital and infrastructure in Europe, and promotes its contribution to jobs, growth and value creation. We make the case for investing in Europe and manage the reputation of the industry with policymakers, media and opinion formers.

Key numbers

21

publications aimed
at our full range of
stakeholders

18

events attended

+20%

in positive media articles about PE/VC
industry

420m

total audience for Invest Europe media
mentions (+17% vs. 2024)

39.3m 101%

total social media
impressions
(+140% vs. 2024)

increase in
followers on
YouTube vs. 2024

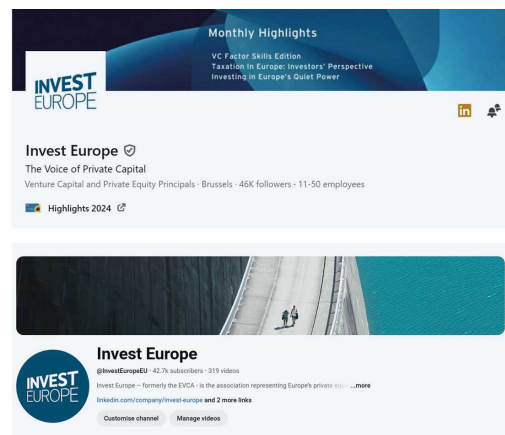
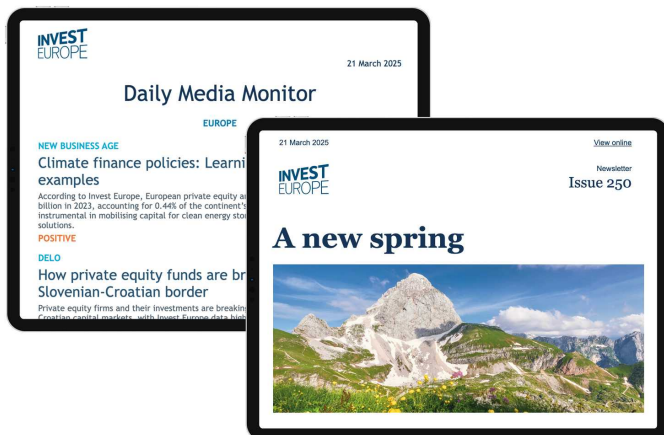
33%

newsletter average open rate
(31.35% industry benchmark)

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Communications

- Deepened and broadened Invest Europe's communication strategy by developing content in close collaboration with members – including segment- and sector-specific campaigns – to reinforce our message on the industry's positive social and economic contribution
- Further bolstered our digital communications and online presence to break new records in terms of visibility and engagement and reach new audiences:
 - Produced and promoted the highest volume to date of tailored content and derived collaterals paired with soaring visibility on social media and website (+71% more page views in Q3 & Q4 YoY) and substantial growth in LinkedIn engagement (2x compared to 2023 on LinkedIn and 4.45x benchmark)
 - Produced 102 videos for YouTube (including 43 shorts) which had an average view duration of 1:17 (74.1%), attained 42,912 total subscribers at end 2025 (101% increase) and 10.79 million total channel views (77% of lifetime channel views in one year!)
- Defended and shaped the agenda with +20% in positive articles about the industry, thanks to strengthened relationships with 48 core journalists
- Media coverage of Invest Europe rose significantly in 2025 with a total audience of 420 million – a 17% increase compared to 2024 – and 201 editorial mentions. Coverage included leading outlets such as the Financial Times, The Wall Street Journal, Bloomberg, Forbes, The Telegraph, Börsen-Zeitung, Les Echos, Het Financieel Dagblad, La Repubblica, Il Sole 24 Ore, El Economista, Expansion, De Tijd, and numerous specialist and financial publications including Sifted, Private Equity International, Private Equity News, Real Deals, and The Drawdown
- Secured a Citywire editorial roundtable of 60 minutes, filmed in London on 27 May with members of the Listed Private Capital Roundtable, resulting in 4 editorial articles and videos; engagement rates for our social media posts campaigning the videos yielded from 8.8% to 22.75% for the wrap-up post for the roundtable (benchmark = 5%)
- Worked in close collaboration with members through the Communication Advisory Group (CAG) and the Communications Representative Group (NVCAs), in addition to visibility campaigns for the Listed Private Capital Roundtable, the LP Council Platform and the Infrastructure Roundtable
- Consistently delivered daily, weekly and ad hoc member communications, offering crucial and timely information exclusively to members; including a refreshed weekly newsletter design and redesigned Daily Media Monitor
- Supported and promoted Invest Europe's varied and authoritative publications (Research, Public Affairs & Industry Standards), increasing awareness and understanding of private capital's value to Europe's economy and society





Industry voices

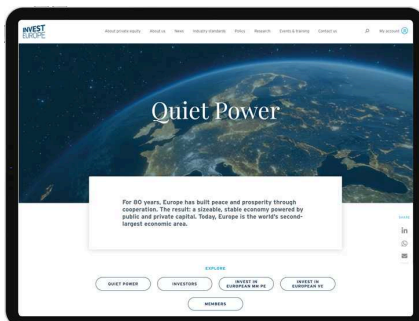
Following up on the leader interviews series, we filmed [19 leader interviews](#) throughout 2025 and published [11 opinion](#) articles written by members and experts. In addition, 15 new member success stories were added on the website and promoted during the year.

Throughout 2025, Invest Europe's CEO and management team participated in and spoke at 18 events, giving voice to the industry and connecting with key media outlets, European institutions, academics and other stakeholders.



Online campaigns and publications

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- We launched a [full-digital report](#) update in October looking at the latest data and research to showcase new Biotech & Healthcare success stories across the continent from Amsterdam to Zurich, new job creation, and the growth in VC investment flowing into the sector.
- The [Building Europe's foundations: The role of private capital in infrastructure](#), is the first ever report into fundraising, investment and divestment activity in the infrastructure funds sector in Europe.



Investing in Europe's 'Quiet Power' campaign

To reinforce global confidence in European private capital, with a focus on mid-market private equity and venture capital, we launched our largest and most successful online campaign to date: [Investing In Europe's Quiet Power campaign](#). From 6 October to 12 December, our campaign reached targeted audiences (institutional investors) across Asia, Northern America, the Middle East and Europe (policymakers) showcasing the strength, performance and real-world impact of European private capital.

5.4m

YouTube views with 73% average completion rate!

8.7m

LinkedIn impressions

70,000

website campaign views