

The Rise of Impact

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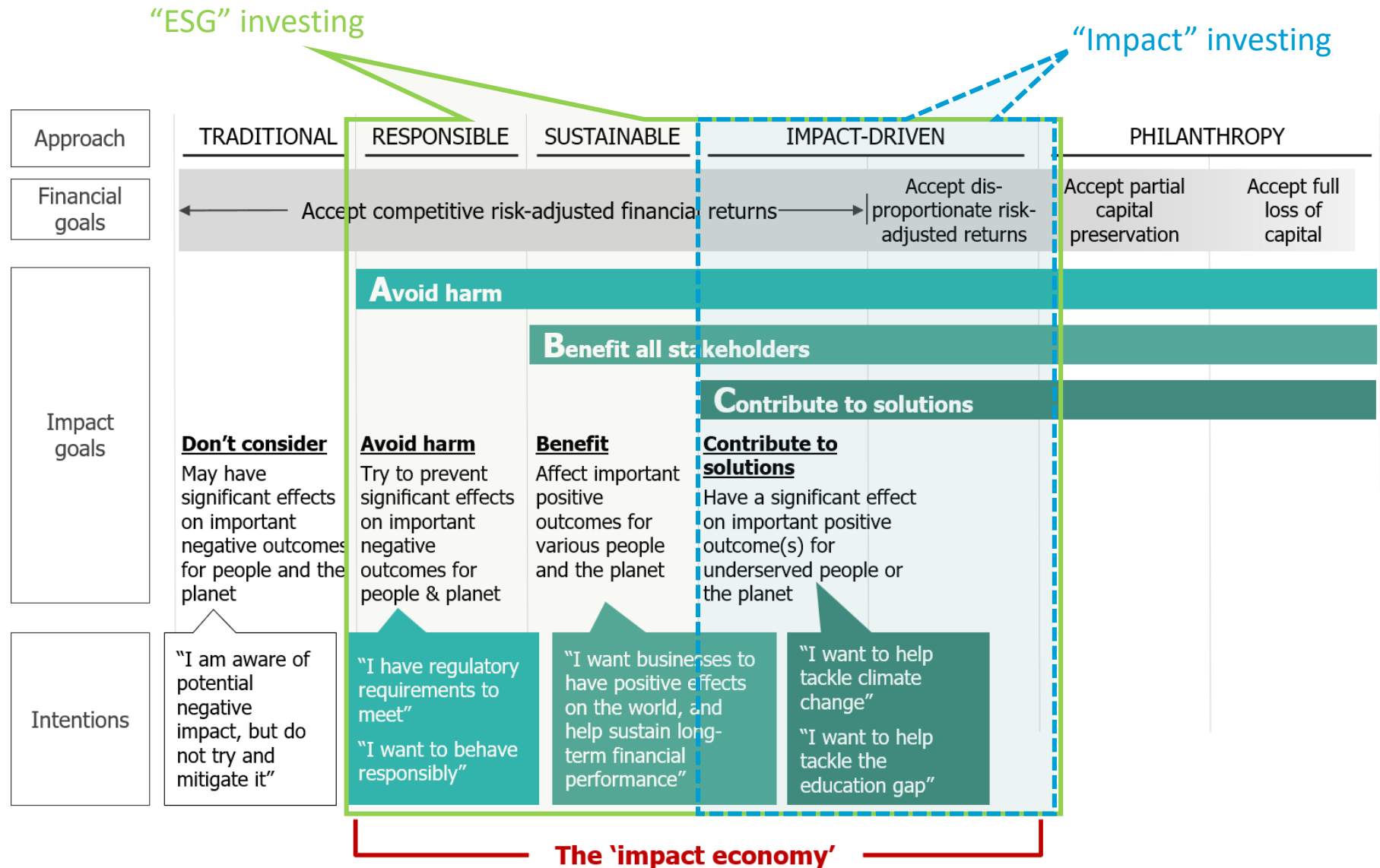


What is Impact Investing?

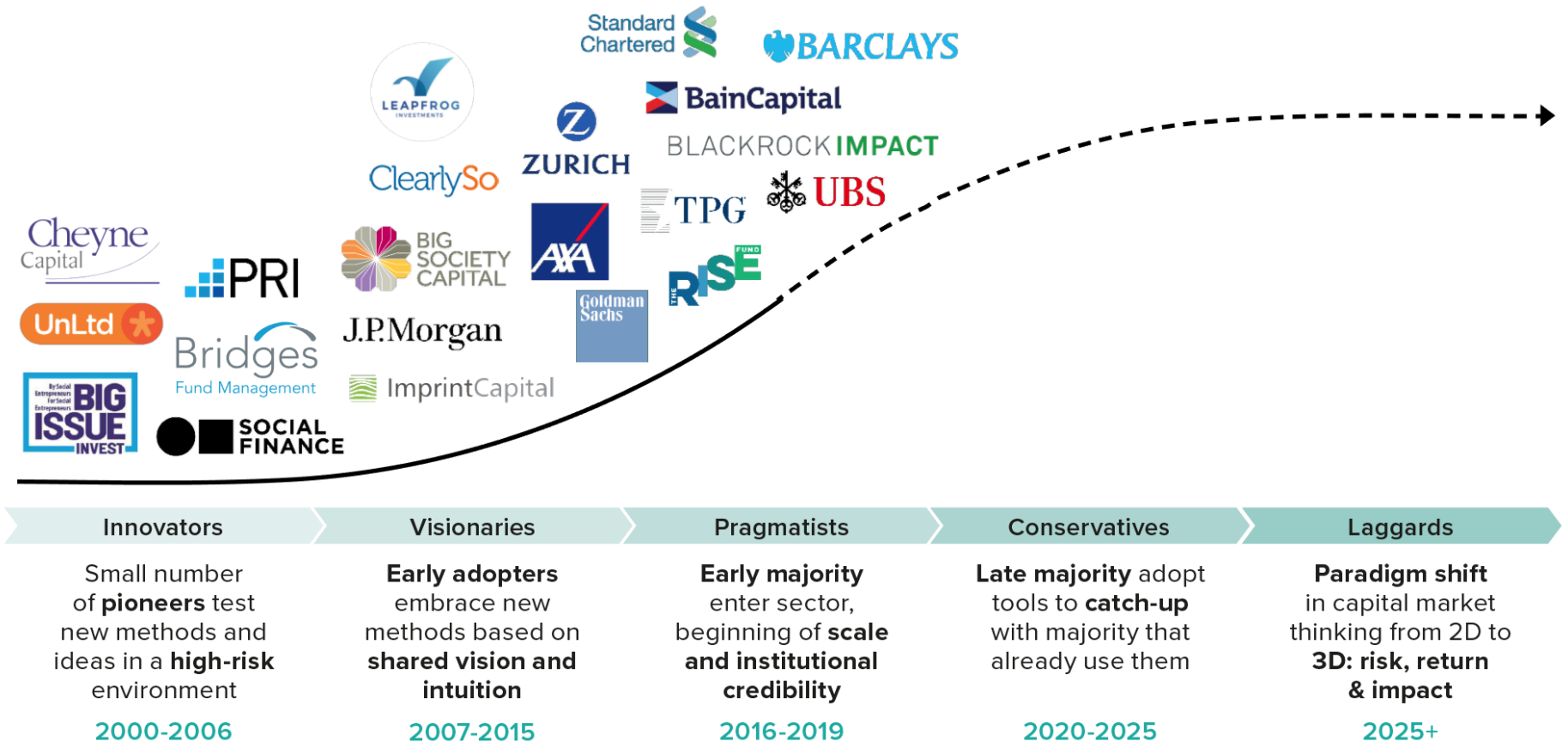
“Investments made into companies, organizations, and funds with the intention to generate social and environmental impact alongside a financial return.”



Impact Management Across the Spectrum of Capital



Reaching a tipping point



Institutional Investors are taking note and large asset managers are creating impact products

Dutch institutions committed to invest in line with the SDGs



Large asset managers entering the space



There is a growing demand for purposeful business

9 out of 10 millennials believe the success of a business should be measured by more than just financial performance

93% of them consider social, political or environmental impact important when evaluating investments

1 in 5 people planning to start a business in the UK are motivated by a social purpose or cause

40% of wealthy under-40s have made social investments

Sources:

1. Deloitte Millennial Survey 2016
2. Cited in Bank of America Merrill Lynch, "Impact Investing: The Performance Realities", November 2016
3. UnLtd Spotlight Paper: <https://unltd.org.uk/wp-content/uploads/2015/09/Spotlight-Paper.pdf>
4. Cited in The Mission Led Business Review, "On a Mission in the UK Economy", May 2016

Bridges' investment origination starts with societal challenges



Businesses with an **impact lockstep**, whose commercial value is interlinked and enhanced by the positive social and environmental impacts they deliver

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



World of Books

BRIDGES SUSTAINABLE GROWTH FUND III

‘Circular economy’ technology business that has pioneered the reuse and recycling of unwanted books



3 GOOD HEALTH
AND WELL-BEING



Unforgettable

BRIDGES SOCIAL ENTREPRENEURS FUND

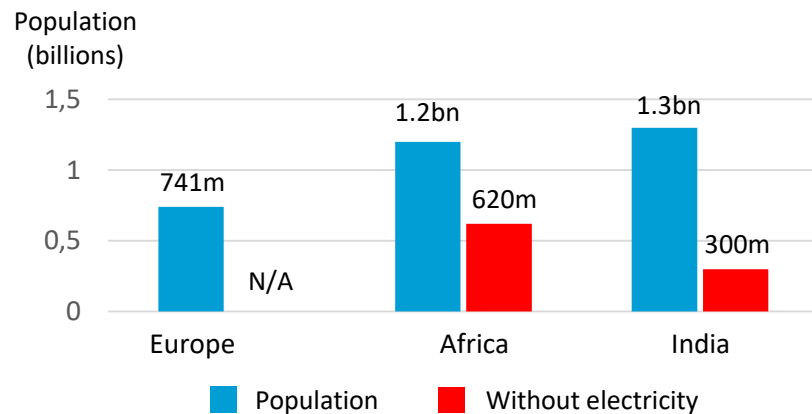
A pioneering e-commerce platform supporting those living with dementia and their carers



unforgettable

life-changing dementia products

Challenge: Off-grid lighting



Solution: M-KOPA

Technologies



Solar PV



Mobile telephony



Online banking



- **Launched:** 2011
- **Customers:** connected >600,000 homes to affordable solar power, 500 new homes being added everyday
- **Benefits:** Current customers will make projected savings of US\$450M over the next four years



Opportunity



“We are the first generation that can end poverty, the last that can end climate change”

Ban Ki-Moon

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