

abundance.

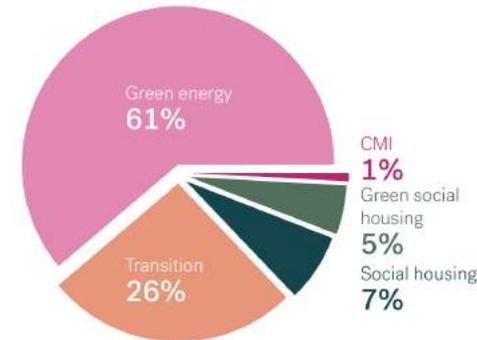
investments that build a better world

Mobilising money for good

Abundance has a decade of experience

- Reconnecting people and their money with the things that matter to society and the environment
- Delivering real world impact – over 40 sustainable businesses have been funded
- Regularly helping drive policy, regulation and thinking around how our sector should develop and the role of green finance – sat on HMT's Green Finance Taskforce amongst other things
- Leading the way on innovations in the p2p / crowdfunding sector including the Marketplace, SIPP, IF ISA
- Now, a powerful way for councils to engage millions of residents through our new climate finance product, CMIs

Over £100m raised



16 different sustainable technologies



Almost 7,000 investors



“Abundance enables me to use some of my money to easily back the companies that are trying to fix climate change. Until I came across Abundance I had been searching for a company that would enable me to not only earn a financial return but also feel like I was using my money to build a better world for my children and grandchildren.”

Abundance investor

Climate crisis is now personal

2019 was an extraordinary year for climate awareness

MAY 2019 BEIS Public Attitudes Tracker

- 80% of people very or fairly concerned about climate crisis
- 69% say it's affecting them
- 88% think it is down to human activity

SEPTEMBER 2019 DfID Investing in a Better World

Over 70% want their investments to:

- avoid harm to people and planet
- achieve good for people and planet

52% would invest more if it made a positive difference (60% with over £25k investable assets)

- Net Zero 2050 legislation
- Two thirds of local authorities have declared climate emergency
- Many are pushing for Net Zero much earlier, even 2030
- Businesses, including the oil & gas majors, are starting to follow suit
- ESG is the biggest trend in the institutional investment sector



Covid-19
is proof
of what society
can do... and
society wants to
build back
better and
greener

**COMMUNITY
IS
STRENGTH.**

BE STRONG. LET'S LOOK OUT FOR ONE ANOTHER.

A golden era of green opportunity?



Finance

- Finance is finally waking up to the need for real change or risk its very existence
- ESG investing is the biggest trend in the investment industry
- Covid has created a short-term lack of investment opportunities rather than a lack of demand
- Abundance has launched 3 investments during lockdown, all well received despite significant challenges

Green recovery

- Calls for a green recovery are widespread and across the political spectrum
- Already delivering some concrete policy measures although we are a long way from a comprehensive plan