



Press release
WEInvest

Launch of the 1st Female Financial
rating platform

PRESS RELEASE

Paris - 1st February 2022. WEInvest (Women Empowered to Invest) hosts the public launch of its financial rating and guidance platform by women and for women to the public.

While women hold 40% of the world's wealth, only 5% of this wealth is invested in riskier markets. Faced with this alarming fact, the WEInvest platform is shaking up the banking world by offering women the opportunity to rate financial players (bankers, insurers, brokers, etc.) and savings products (Livret A, retirement savings, investment funds) according to female specific criteria, and thus facilitating the investment process of other community members.

The platform, founded by leaders in the world of finance and communication, also contains financial media and content - medium for women as well as a social network.

The WEInvest platform aims to enable women to regain control of their money, strengthen their financial independence, and direct their available savings, estimated at more than thirteen trillion euros in Europe, towards the real economy.

Importantly, the information collected will be used to build a new extra-financial index called ESG+F (®), which stands for environmental, social, governance and female. This index will highlight those banks that best serve women as clients, and vice versa.

The French platform will soon be available in other countries. WEInvest is aiming for a community of 25,000 members in France by 2023. The company has set itself the goal of doubling the total financial investment of women in France over 3 years.

The startup, launched at the end of 2020, has received initial seed funding from various investors such as Ankh Impact Ventures.

"For too long, the financial world has ignored the specific investment expectations of women. As a venture capital investment platform with a gender and racial equity lens, Ankh Impact Ventures is proud to support WEInvest in the development of its platform that will enable women to invest more and invest better."

**Pierre N Rolin, Founder of Ankh Impact Ventures
WEInvest's investor**

Contact person :

Erell Tassin, Project Manager WEInvest, Tel : +33 6 47 61 01 06, erell@weinvest-france.com

Tina Mashaalahi, Special Advisor to AIV founder, tm@ankhimpactvc.com

About WEInvest

WEInvest's aim is to shake up the banking world by offering women the opportunity to rate financial players (bankers, insurers, brokers, etc.) and savings products (retirement savings, investment funds, etc.) according to female specific criteria, and thus allow women and thus facilitating the investment process of other community members.

The platform also contains a financial media as well as a forum where women can share their experiences.

WEInvest is founded by a team with deep and diverse experience in the world of communication (Paloma Castro former Managing Director of Communications and Investor Relations at Lime and Martin Wittenberg Founding Partner at Euros / Agency Group) and finance (Michael O'Sullivan former CIO of Crédit Suisse).

More information on WEInvest is available on the internet at :
www.weinvest-france.com

About Ankh Impact Ventures

Ankh Impact Ventures focuses on backing agents of change to make the world a better place. An impact-driven venture capital investment platform that provides initial funding for the next frontier of international rising stars that are daring to reimagine how we learn, live, and consume with a gender and racial equity lens. AIV's unique and holistic "open architecture" approach to impact investing, backs earlystage start-ups, emerging first time fund managers, accelerators and incubators, studios and labs, public-private partnerships and other for-profit, impact driven platforms. AIV's areas of focus are: Inclusive Digital Economy, Climate Action & Smart Cities, and Sustainable Consumption. As caring and strategic venture capitalists, AIV is driven by both heart and mind, utilising empirical evidence and measurement to back the game changers of our future.

About Pierre N. Rolin

Pierre N. Rolin is a Canadian entrepreneur with over 35 years of real estate asset management and venture capital experience. Rolin was previously based in London, Frankfurt, and New York and has closed more than 550 real estate investments valued in excess of US\$17 billion and delivered an average 20 percent net IRR for his clients. Rolin was appointed a Member of Senior Management & Global Head of Credit Suisse International Real Estate based in London at the age of 35.

Following his career at Credit Suisse Rolin founded a global real estate asset manager, built a team of 25 professionals and led a US\$6.4 billion under management platform which included 125 direct properties and four customised private equity real estate funds.

Pierre N. Rolin is currently Chairman and CEO of Ankh Real Estate, Inc. an independent private global real estate investment advisory firm whose clients include ultra-high net worth private investors, private foundations, endowments, sovereign wealth funds, private equity firms, alternative managers, venture capital real estate technology firms, property developers, as well as 5 star hotel and luxury residences developers. Rolin also advises real estate owners and operators on strategic projects including M&A, capital allocation and recycling strategies, take privates, JV's, recaps, roll-up's and platform investments. Rolin shared his experiences as a presenter including The World Economic Forum in Davos, The Milken Institute Global Conference in Los Angeles, and the Young Presidents Organization in London.

More information on Ankh Impact Ventures is available on the internet at :
www.ankhimpactvc.com