

# Breakout Session 4: Impact investing – dispelling myths and unlocking opportunity

2024 Frontier Advisors Annual Conference

Chair:



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# What is Impact investing?

GIIN: “Impact investments are investments made with the **intention** to **generate positive, measurable social and environmental impact** alongside a **financial return**.”

CFA/PRI/GSIA: “Investing with the **intention** to **generate** a **positive, measurable social and/or environmental impact** alongside a **financial return**.”

Impact Investing Institute: “The practice of **deploying capital so** it can **achieve** specific **positive environmental or social impacts** as well as a **financial return** for investors.”

# Timeline

1960s: 'socially responsible investing' emerges

Ford Foundation pioneers 'program-related investments'

2000s: impact investing emerges

The term 'impact investing' is coined by the Rockefeller Foundation

1990s: sustainable investing emerges

2021: **US\$1.16 trillion** in impact investing worldwide

# Impact Investing Portfolio Platform

## WEALTH OF NATIONS GROUP



WEALTH OF NATIONS ADVISORS

Capital Raising  
2014



WEALTH OF NATIONS FINTECH

Fintech Platform  
2020



WEALTH OF NATIONS IMPACT ASSET MANAGEMENT

Asset Management  
2022

Unparalleled impact investing platform

## Learn More



SCAN ME



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to join



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r/2A53idDDBL](https://forms.office.com/r/2A53idDDBL)

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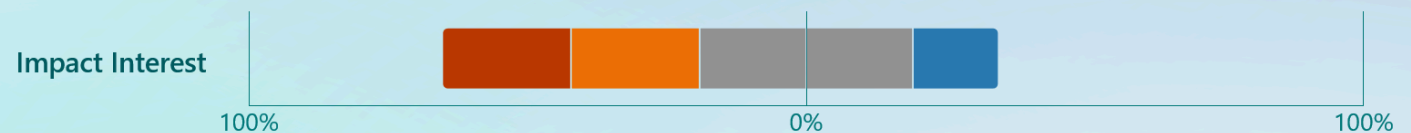
How would you rank YOUR PERSONAL INTEREST in impact investing in private markets? [To see other selection options on mobile - swipe left]

VERY HIGH HIGH MODERATE LOW NO INTEREST



How would you rank YOUR INSTITUTION'S interest in impact investing in private markets?

VERY HIGH HIGH MODERATE LOW NO INTEREST





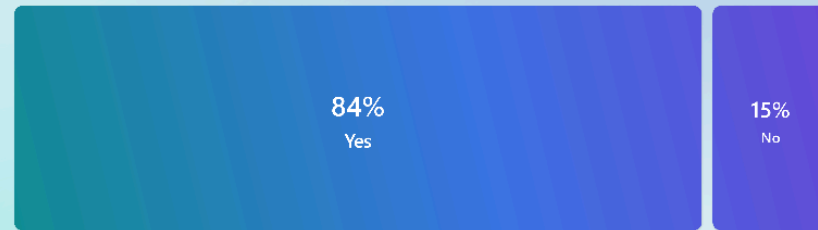
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Have you encountered any significant challenges in pursuing impact investments?



Treemap

Bar

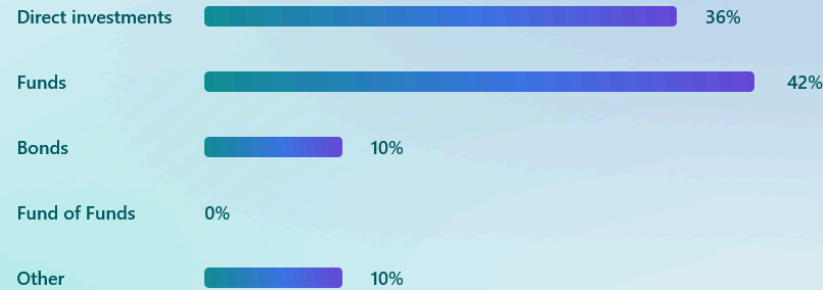
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If yes, what are the main challenges? (Select all that apply)



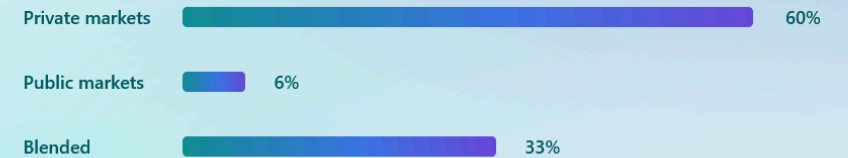
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What types of impact investment vehicles are you currently invested in? (Select all that apply)



< 13 of 21 >

What is your asset type preference in impact? (Select all that apply)



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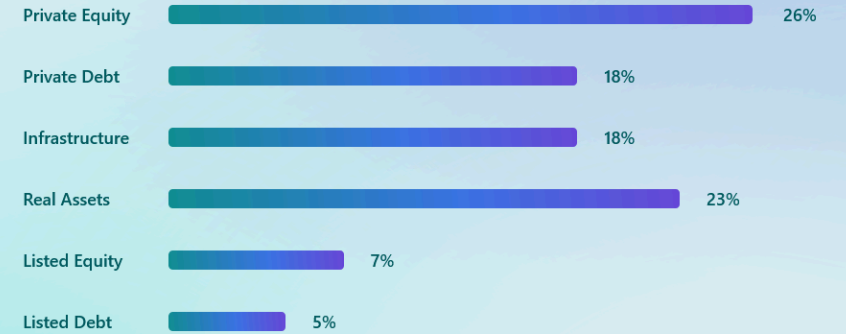
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Is there an interest in increasing your allocation to impact investments in the next 5 years?



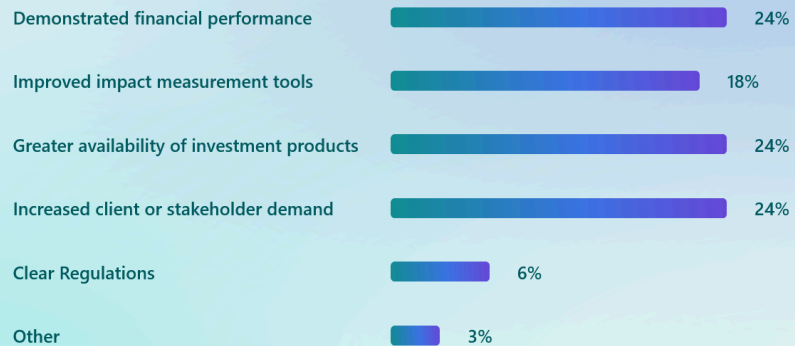
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What is your asset class preference in impact? (Select all that apply)



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What factors would most influence your decision to increase your impact investment allocation? (Select all that apply)



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Which geographical sector do you primarily focus on for your impact investments?



Treemap Bar 20 of 21

# Impact investing and your portfolio

## An investor must own their intentionality to generate positive impact

- Be clear and united on your purpose for impact
- Strong governance structure is critical
- Frontier supports your specific impact efforts
- New paper coming in July 2024





# Thank you for joining us.

## 2024 Frontier Advisors Annual Conference

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