Impact Investing

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### World's Top 20 Donors 2015

(Please click on the below organisations to find out more about each one)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Organisation</th>
<th>2014 (%)</th>
<th>Change*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bill &amp; Melinda Gates Foundation</td>
<td>£2,059m</td>
<td>-0.03%</td>
</tr>
<tr>
<td>2</td>
<td>Wellcome Trust</td>
<td>£356m</td>
<td>-2%</td>
</tr>
<tr>
<td>3</td>
<td>Novamedia / Postcode Lotteries</td>
<td>£469m</td>
<td>5%</td>
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</tbody>
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#### Novamedia/Postcode Lotteries

Making good citizenship fun: that is the motto of Dutch based Novamedia. Founded over 25 years ago, Novamedia, as the owner of various brands and lottery formats, sets up lotteries to raise funds for charity organisations and to increase awareness of their work. Novamedia organises charity lotteries in three countries, with the flagship lotteries being the Postcode Lotteries in The Netherlands, Sweden and UK. In total, thanks to their 5.5m players with 8.4m tickets monthly, the – at present – five charity lotteries that chief exec Boudewijn Poelmann (who is also non-executive chairman of the board of City A.M.) and his staff runs, have donated almost £5.5bn to a diverse range of more than 250 charities working towards a better world, from Maggie’s to War Child; from Amnesty International to World Wildlife Fund. In 2014, Novamedia’s lotteries raised over £469m for charity, a raise of over five per cent (£20m) compared to 2013.
The DOEN Foundation

- the fund of three Dutch charity lotteries
- established in 1991 by the Dutch Postcode Lottery
- beneficiary of the FriendsLottery since 1998
- beneficiary of the BankGiro Lottery since 2004
- operates as an extension of the lotteries
- 27 employees, CEO, CFO and a supervisory board
- annual budget of around 30 million euro’s
- other source of income from interest, loans and dividend
DOEN believes in a green, socially-inclusive and creative society
What?
Contribute to the change towards a green and socially-inclusive economy. Where entrepreneurs create positive impact to people and the planet.

How?
Supporting pioneers in the fields of sustainable energy, social entrepreneurship and those who are designing a new economy.
Socially-inclusive

**What?**
Building a society in which every individual can develop and is part of a social context.

DOEN’s focus:
• Increase social bonds in neighborhoods
• Create workspaces for people with poor prospects on the labour market

**How?**
Supporting pioneers of New Meeting Places and Social Firms.
Creative

What?
Strengthen the creative power of society. Art and culture surprise the public and confront and connect people.

• Creativity often is the engine of change
• Art and culture challenge people to think beyond the things they know

How?
Supporting creative pioneers in the Netherlands who are relevant and interesting for the general public. Internationally we mainly aim for the North, East and West of Africa.
Funding 2015

- **DOEN NPL**: 10 million euros - **Green**
- **DOEN NPL**: 1.8 million euros - **Socially-inclusive**
- **DOEN VL**: 2.2 million euros - **Creative**
- **DOEN NPL**: 3.5 million euros - **Creative**
- **DOEN BGL**: 3.3 million euros - **Creative**
- **DOEN NPL**: 21.7 million euros - **Equity investments**
DOEN Equity: Accelerate Impact

- Equity investment are a suitable instrument to reach our goals
- Social impact plus financial return
- Re-invest our proceeds
- Show other investors that blended return is possible
Investment Criteria

- Social Impact
- Strong entrepreneurship
- Scalability
- Innovation
Investment Strategy

• Maximize impact through funding and “added value”
• Focus on early stage companies
• Focus on mission of company
• Long term investment horizon
• Resources to follow on
• “Added value” is:
  1. Strong international network of Lotteries and DOEN
  2. Communication power of the Lotteries
  3. Support portfolio companies
DOEN Portfolio

• 40 direct investments
• 12 fund investments
• Invested capital of Eur 120 mln
• More than 200 (in)direct investments worldwide
Strong Results

• Portfolio is growing
• Portfolio developing well, nice mix of very early stage and scale ups
• Sector diversification
• Geographic diversification
• Impact of companies is accelerating
6 investees @ Ecosummit

- rockstart.
- Qurrent
- TAXI ELECTRIC
- Black Bear
- Bundles
- Bleeve
International strategy
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