



Women in Fund Finance was created in 2017 by the alternative industry association, the Fund Finance Association, to support diversity and the participation of women in the private equity/alternatives space within banking, law, sponsors/asset managers, investors and supporting industry providers. Women in Fund Finance (WFF) is led globally by three committees of senior women executives in US, Europe and Asia, and is focused on increased engagement, recognition and promotion of women leaders within the fund finance industry globally. We seek to help women succeed in three ways: connection, education and professional advocacy.

2020 WFF In Review

Women in Fund Finance distributes its event information to 2,746 contacts globally. Those members are spread across North America, Europe and Asia. Even with the global COVID-19 Pandemic, the WFF community has maintained continuous virtual programming to provide updates and content to encourage **connection, professional advocacy, and education.**



21 in-person & virtual events
Average registered attendees: 100



2,746 contacts across 4 WFF regional distribution lists:
US – 1,190 members Asia – 445 members
Europe – 951 members Paris – 160 members



37 emails
98% delivery rate
19% average click rate (industry average 1.4%)
31% average open rate (industry average 13%)

BENEFITS: Sponsors of WFF benefit from WFF's market penetration into the alternative investment and fund finance industry, advocacy for greater diversity of opportunity within the industry as well as brand recognition and business development potential by supporting WFF.

- Sponsor information is included in every WFF email promoting WFF networking events and sponsor name and logo is promoted on WFF website, with link to sponsor home page
- Sponsors have full access to all WFF networking events (see next page).

2020 Global Events



Networking Boat Trip - *registered attendees: 197*
2019 Wit & Wisdom Recap – *registered attendees: 90*
Global State of the Market– *registered attendees: 130*
WFF US: Next Revolution: Reclaiming Your Digital Identity – *registered attendees: 35*
WFF Europe: Impact of COVID-19 on Fund Finance Deals – *registered attendees: 217*
WFF US: Real Estate – *registered attendees: 90*
WFF US: Career Progression in Time of COVID – *registered attendees: 96*
WFF Asia: Keeping Pace with Change – *registered attendees: 62*
WFF Asia: Fireside Chat with Shellye Archambeau – *registered attendees: 99*
WFF Europe: Fireside Chat with Shellye Archambeau – *registered attendees: 100*
WFF US: Fireside Chat with Shellye Archambeau – *registered attendees: 101*
WFF US: A Conversation with Lauren Herring – *registered attendees: 100*
WFF US: Private Equity Secondaries Update – *registered attendees: 123*
WFF Europe: Wit & Wisdom-Return to Work– *registered attendees: 30*
WFF US: Building & Maintaining Healthy Working Relationships– *registered attendees: 36*
WFF US: A Conversation with Leading Women in Energy– *registered attendees: 99*
WFF Asia & UK: Personal Presentation, Confident Anywhere– *registered attendees: 97*
WFF UK: WFF UK: Stepping up to Leadership – *registered attendees: 102*
WFF US: Private Credit Funds and the Leveraged Loan Market– *registered attendees: 104*
WFF US: Personal Presentation- Confident Anywhere – *registered attendees: 118*
WFF US: Part Two- Personal Presentation- Confident Anywhere

To see a full list of the 2020 WFF events, please visit our website at <https://www.womeninfundfinance.com/>

2020 Sponsors

ABN AMRO Holdings USA LLC
Allen & Overy
ANZ
Appleby
Ashurst
Bank of America
Barclays
Cadwalader, Wickersham & Taft
Carey Olsen
Chapman and Cutler LLP
Clifford Chance
Comerica Bank
Commonwealth Bank of Australia
Cummings & Lockwood LLC

Debevoise & Plimpton
DLA Piper LLP
First Republic Bank
Fried Frank
Fund Finance Partners, LLC
Harneys
Haynes & Boone, LLP
ING
Investec
Katten Muchin Rosenman LLP
Kirkland & Ellis LLP
Loyens & Loeff
Maples Group
Mayer Brown LLP
Morgan Stanley

Morrison & Foerster LLP
Mourant
MUFG
Ogier
Paul Hastings
Proskauer Rose LLP
Reed Smith
Sidley Austin LLP
Silicon Valley Bank
Simpson Thacher & Bartlett LLP
State Street Bank & Trust Company
Validus
Walkers
Wells Fargo

2020 Speakers



Michele Simons, *Wells Fargo*
Kristen Castellanos, *MUFG*
Saaima Shahin, *New Mountain Capital*
Vicky Du, *Standard Chartered Bank*
Grace Fu, *ING Capital*
Andrew Wessels, *The Marque*
Jennifer Prosek, *Prosek Partners*
Chris Baratta, *The Marque*
Kate Downey, *Fried Frank*
Jennifer Levitt, *Simpson Thacher & Bartlett*
Danielle Roman, *Mourant*
Emma Wallace, *Silicon Valley Bank*
Amira Hajili, *Natixis*
Fiona Cumming, *Allen & Overy*
Melanie Osborne, *Legato Asia*
Fi Dinh, *ING*
Carolyn Hanzard, *TRS*
Sally Rucker, *JCF*
Ahlem Ben Gueblia, *Credit Agricole*
Erin Goldstein, *Wells Fargo*
Erin England, *Katten Muchin Rosenman*
Jill Lampert, *NGP*
Cat Elliott Winter, *Personal Presentation*
Lara Danobeitia, *Personal Presentation*

Meera Savjani, *Oak Tree Capital*
Ann Richardson Knox, *Mayer Brown*
Michelle Friedman, *Advancing Women's Careers*
Emma Russell, *Haynes & Boone*
Shani Unantenne, *ANZ*
Zoe Hughes, *NAREIM*
Cassie McCrain, *Barings Real Estate*
Brian Strickland, *State Street Global Advisors*
Michelle Feldman, *Columbia University/ Partners/Turner Impact/Reonomy board member and former Vornado EVP*
Deborah Low, *Haynes & Boone*
Shellye Archambeau, *Royal Bank of Canada & Capital Markets Group*
Lauren Herring, *IMPACT Group*
Christina Marsh, *Nomura*
Cari Lodge, *Commonfund Capital*
Amanda Ugarte, *PJT Park Hill*
Jenna Shen, *GSAM*
Pamela Hanafi, *Landmark Partners*
Alexandra Pruner, *Tudor, Pickering, Holt & Co.*
Staci Taruscio, *Rebellion Energy*
Gillian Cribbs, *Credo Consulting*
Helena Michell, *Personal Presentation*





U.S. Membership Demographics

79% of U.S. WFF members are female while 21% are male.

18-24 years: 0.2%

25-34 years: 7.5%

35-44 years: 32.9%

45-54 years: 37.2%

55-64 years: 11.7%

65+ years: 3.3%

Europe Membership Demographics

69.5% of European WFF members are female while 30.4% are male.

18-24 years: 0.2%

25-34 years: 6.9%

35-44 years: 46.2%

45-54 years: 41.4%

55-64 years: 4.9%

65+ years: 0.3%

In U.S., 64% of WFF members access WFF marketing via their desktops, while 36% prefer mobile devices. In Europe, 67% of members access WFF via desktops, while 33% prefer mobiles. All WFF marketing adopts responsive design.

The WFF Mission

Connection

Connecting with women interested in and working in the fund finance community through Women in Fund Finance networking and special events, as well as through the annual Fund Finance Association symposiums in the US, Europe and Asia.

Professional advocacy

Women in Fund Finance aims to help the recruitment, retention and advancement of women in the fund finance industry through opportunities for sponsorship and advocacy, and to help increase opportunities for executive and board level positions.

Education

Creating a forum for women to learn about the fund finance and alternative investment, share expertise, experience and challenges and recognize and celebrate accomplishments. Women in Fund Finance aims to help women develop enhanced skills and market knowledge to empower them to enter, succeed and advance in their careers. Women in Fund Finance will also engage with other stakeholders in fund finance to promote diversity in the industry.

Sponsorship Terms & Conditions



Sponsorships are not subject to customization and must be secured as listed. Refunds will not be given for unused benefits.

WFF will update website within five (5) business days of receiving the completed sponsorship order and receipt of approved logo from sponsor.

In the event the sponsor cancels all or part of the \$3,000 contracted sponsorship, the sponsor shall pay to WFF a fee (the Cancellation Fee) equal to all monies due. Any Cancellation Fee is due at the time of cancellation. A payment made to FFA under this contract shall be deemed fully earned and non-refundable.

Final decisions regarding the content of events remains at the sole discretion of the WFF committee. Sponsorships including speaking positions are all subject to committee approval and do not retain control over the composition of the remainder of the panel.

By signing this form you are agreeing to pay the WFF sponsorship fee of \$3,000

COMPANY (AS IT SHOULD APPEAR IN PRINT):

NAME (AS IT SHOULD APPEAR ON INVOICE):

ADDRESS (AS IT SHOULD APPEAR ON INVOICE):

EMAIL:

WEB ADDRESS:

PHONE:

DATE:

SIGNATURE: