

# BUX

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## Future-focused investment strategy characterises female investor



**Amsterdam, March 2nd 2021** - Female investors, who have been on the rise lately, apply a long-term investment strategy. 17% of women invest in ETFs, according to research by neo broker BUX. Two of the top 10 most popular ETFs among women are focused on dividends, indicating a long-term strategy.

### **Sustainable strategy for investor and planet**

Besides the focus on long term profits, the female investor is future-minded in a much broader sense. Research has shown that women also value a future-proof planet. In the top 10 most popular ETFs, two funds are sustainable funds (ESG funds), applying environmental, social and governance principles. This is in contrast to the 10 most popular ETFs among male investors, which doesn't include any ESG funds.

## **Female investor has an eye for innovation**

Women investors tend to have an eye for innovation with the Automation and Robotics fund being the most traded fund. Additionally, tech companies are gaining momentum. Tesla, Adyen, Snowflake and ASML are amongst the top 10 most popular stocks.

## **Female investor is here to stay**

Since last year the female investor started outpacing men in signing up to investment platforms. In 2020 BUX Zero grew six-fold compared with a fourfold growth for men. This year, the group of female investors continues to grow. In just the first two months of 2021, the number of new women investors using BUX Zero grew 57% compared to the number of new women users in the year of 2020.

## **About BUX**

BUX makes it easy and affordable for Europeans to do more with their money. Since launching in 2014, BUX has made the markets accessible for young investors across 9 countries in Europe. BUX currently offers 2 apps that allow users to explore the financial markets including BUX Zero, the flagship platform that is making commission-free investing possible, allowing users to invest in the brands and companies they care about. BUX Zero is currently available in the Netherlands, Germany, Austria, France and Belgium. Headquartered in Amsterdam, the Netherlands, the company is backed by Holtzbrinck Ventures, Velocity Capital, Orange Growth Capital and Initial Capital.

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