

INVEST DIRECT appoints Ariel Bauer as Partner and Board Member

Geneva, July 11th 2022 - **INVEST DIRECT has appointed Ariel Bauer as Partner and Board Member. He brings key financial analysis, company valuation and Investor Relations skills, adding to the founding team's existing experience in Private Equity. With this new addition, INVEST DIRECT's executive management forms a consistent team able to guarantee a disruptive and unique investing experience. Their complementarity is instrumental in vetting the best direct Private Equity investment opportunities and making them accessible to investors. INVEST DIRECT also enables these companies to streamline their reporting and Investor Relations through a single hassle-free gateway. Prior to joining INVEST DIRECT, Ariel Bauer was Co-Head of Investor Relations at EssilorLuxottica.**

Ariel Bauer has more than 30 years of experience in the investment world. He was most recently Co-Head of Investor Relations at EssilorLuxottica. Prior to this, he spent several years at Makinson Cowell, a leading advisor to corporates on Investor Relations and their Equity and Capital markets strategies. This followed an extensive career in Investment Banking, including several years as an Equity Analyst at Merrill Lynch. Ariel Bauer is a graduate of HEC Paris and a European Certified Financial Analyst.

Frank Levy, Founder and CEO, said: *"We are delighted to welcome Ariel Bauer at INVEST DIRECT. With his valuable addition, the services we offer now reach their full potential, with excellent deal origination for qualified investors, complemented by true direct access to, and communication with, the companies they invest in."*

Ariel Bauer, Board Member and Partner, added: *"I'm thrilled to join INVEST DIRECT's founding team and contribute to their truly disruptive approach to Private Equity. INVEST DIRECT fill a clear gap in the market. By providing qualified investors with direct access to curated investment opportunities, it revives the entrepreneurial link between companies and their shareholders."*

About INVEST DIRECT

INVEST DIRECT is a Swiss Private Equity platform based in Geneva. It offers a unique subscription-based service to investors seeking a deal flow of thoroughly curated private companies. Officially launched in May 2022, the platform is already open to clients across Europe.

www.invest.direct

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