

## **M&G's Catalyst commits \$300 million to innovative intellectual property-backed businesses through a strategic collaboration with Aon Advantage Funds**

**London, 2 March 2023** – M&G Investments announces it has invested in a new strategy designed to finance innovative intellectual property-backed businesses, primarily in North America. Launched and managed by Aon Advantage Funds LLC, an affiliated registered investment adviser of Aon plc (NYSE: AON), a leading global professional services firm, the investment vehicle seeks to provide growth companies with access to capital based on the value of and secured by their intellectual property (IP).

The investment and strategic collaboration with Aon Advantage Funds will help develop the firm's IP-backed investment strategy. The fund offers eligible borrowers access to an emerging asset class that leverages the value of their intellectual property assets and structures capital solutions that can leverage such value.

The \$300 million investment has been made by M&G's Catalyst strategy, which invests in innovative, privately-owned global businesses working to create a more sustainable world. M&G is seeking to participate in unlocking the value of Aon's proprietary capabilities in the IP space. The strategy will pursue insured first lien IP-backed loans with equity-backed, innovation-led organizations, prioritising opportunities, and in some cases, the potential to help drive a positive impact for society through the application of their IP.

**Thierry Masson, M&G Head of Catalyst – Americas**, comments: "We are looking forward to helping innovative technology businesses accelerate their development. With Aon's IP Solutions, which help us understand the value of a business' intellectual property, and Aon's insurance brokerage service, we can offer financing solutions as innovative and unique as the technology companies benefiting from this capital."

**Matthew Farrar, Managing Partner and Head of Aon Advantage Funds, LLC**, says: "Aon Advantage Funds can help organisations protect and grow their business by matching capital with companies that have transformative technologies, enabling better capital decisions for emerging companies. Working with M&G allows us to help create a more sustainable world by providing non-dilutive capital to innovative companies."

**-ENDS-**

### **Notes to Editors**

The Catalyst investment strategy sits within the Private & Alternative Assets division at M&G. With over two decades of experience in private asset investment, M&G already manages over €89 billion in private credit, private equity and real estate on behalf of Prudential policyholders and external clients.

Drawing on this expertise and track record in private assets, Catalyst seeks opportunities across the globe to invest in unlisted businesses where capital is needed to drive innovation and impact.

Size of Private and Alternative Assets team (€89 billion), as at 30 June 2022.

For more information about Aon's IP Solutions, please visit <https://www.aon.com/intellectual-property/index.jsp>.

### **If you require any further information, please contact:**

#### **M&G Investments – Irene Chambers**

Corporate Communications  
irene.chambers@mandg.co.uk  
+44 (0)20 8162 3284

#### **Aon plc**

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#### **About M&G Investments**

M&G Investments is part of M&G plc, a savings and investment business which was formed in 2017 through the merger of Prudential plc's UK and Europe savings and insurance operation and M&G, its wholly owned international investment manager. M&G plc listed as an independent company on the London Stock Exchange in October 2019 and has over €400 billion of assets under management (as at 30 June 2022). M&G plc has customers in the UK, Europe, the Americas and Asia, including individual savers and investors, life insurance policy holders and pension scheme members.

For nearly nine decades M&G Investments has been helping its customers to prosper by putting investments to work, which in turn creates jobs, homes and vital infrastructure in the real economy. Its investment solutions span equities, fixed income, multi asset, cash, private debt, infrastructure and real estate.

M&G recognises the importance of responsible investing and is a signatory to the United Nations Principles for Responsible Investment (UNPRI) and is a member of the Climate Bonds Initiative Partners Programme.

M&G plc has committed to achieve net zero carbon emissions on its total book of assets under management and administration by 2050 and committed to reduce operational carbon emissions as a corporate entity to net zero by 2030.

For more information, please visit: <https://global.mandg.com/>

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