

Code of Conduct

Together, we're shaping a future where private wealth is pushed forward through investment acumen, technology, and a high-performing team rooted in strong values.



Steffen Pauls
Co-CEO and Founder



Lorenz Jüngling
Co-CEO

At Moonfare, we're bringing together private wealth and technology to set a new bar for investing.

As innovators and trusted partners, we're all about making private markets more efficient, accessible, and transparent—empowering today's qualified investors with both expertise and smart digital tools.

Our goal is simple: deliver best-in-class returns by blending the discipline of private wealth management with the energy and creativity of a tech company. We hold ourselves to high standards—integrity, focus, and respect—making sure every decision shows our commitment to the people who trust us.

This Code of Conduct is at the heart of how we work. It guides how we collaborate, use technology responsibly, and keep ourselves accountable. By sticking to these principles, we create a supportive, high-performing team where everyone plays a part in our shared vision and the trust our clients and partners place in us.

Steffen Pauls

Long Jingling

At Moonfare, our values serve as a foundational framework for how we operate, make decisions and evolve as an organisation. They inform our culture and establish clear standards for how we engage with colleagues, partners and clients.

Client-centric focus

'Our clients come first, Moonfare comes second and we prioritise ourselves third'

Our clients come first. We exist to serve them consistently; their needs shape our priorities, guide our communication and inform how we deliver our services. Putting clients first requires both responsiveness and a clear understanding of their expectations. We listen carefully, respond with impactful intention and adapt proactively to meet their evolving needs. We aim to be proactive and solution-oriented, driven by a strong sense of accomplishment; not as a formality but as a reflection of our commitment to delivering exceptional value. At Moonfare, we recognize that our success is built on our clients' trust and we work hard to earn it every day.

Commitment to excellence

'We pursue excellence and honour our promises'

At Moonfare, excellence is not just an aspiration; it is a demonstrated standard that informs how we work and make decisions. We set ambitious expectations for ourselves and are individually and collectively committed to continuously raising them. Every team member is responsible for being thorough in their work, disciplined with their time, and reliable in their promises. Leaders hold themselves and their teams accountable to these standards. We pay attention to detail, communicate with care, and uphold deadlines without exception. Excellence also requires a willingness to proactively engage with complexity, address challenges directly, and seek measurable and iterative improvement. We strive to exceed expectations not for recognition alone, but because we want to make a lasting impact to society.

Win together

'We are here to win and to celebrate our collective achievements'

At Moonfare, we believe that the best work comes from collaboration and that success is fundamentally measured by quantifiable output and impact. We value constructive and honest feedback as a key driver of accelerated growth and improvement. Our culture encourages mutual respect, openness, and a willingness to learn, holding each other to high standards of performance while supporting each other when needed. We approach our work with humility, acknowledge limitations, and focus on achieving set objectives.

Growth and merit

'We foster personal growth but each of us earns our place as a Moonfarian through merit'

At Moonfare, we are united by a shared commitment to continuous growth. Our growth is directly tied to our achievements in that individuals earn their place everyday through curiosity, demonstrable results and high impact. We champion transparency in individual performance, fostering an environment where achievements are clearly visible and celebrated. We approach our work with focus and drive, motivated to make a difference. Change is not something we resist, but welcome. We are not afraid to fail, but we learn swiftly and iterate to deliver superior outcomes. We deeply value individuals who take initiative, demonstrate resilience, and consistently surpass expectations to achieve significant impact. Our reward structure is designed to acknowledge and incentivize high performance, leading to significant variations between top and low performers.



Our commitments

Act with integrity

We are honest, transparent and accountable in everything we do—from how we communicate to how we make decisions. We honour our commitments and maintain the highest ethical standards. To protect our integrity, we actively prevent conflicts of interest through clear structures and thorough processes.

Follow the rules

We comply with all applicable laws, regulations and internal policies. We understand the importance of legal and regulatory frameworks in the financial world and commit to playing by the rules—without exception.

Protect privacy and data

We are aware of the importance that our clients place in retaining control over their personal data. We treat client and company data with the utmost care. We safeguard confidential information and respect personal privacy at all times.

Serve fairly and responsibly

We treat everyone—clients, colleagues and partners—with fairness and respect. We avoid bias, promote equal opportunity, and take our societal and environmental responsibilities seriously.

Keep learning and stay informed

We stay curious, informed and up-to-date. Through ongoing learning, we ensure our work meets professional standards and evolves with best practice in our industry.

The way we show up matters. Our behavior, individually and as a team, shapes our culture and the trust we earn.

Individual and collective conduct guidelines

We expect every Moonfarian to uphold the highest standard of professional and ethical behavior. This means:

- Acting respectfully, fairly and inclusively towards colleagues, clients and partners.
- Communicating clearly, openly and with integrity.
- Taking initiative, staying accountable and delivering on commitments.
- Representing Moonfare positively in all contexts—both online and offline.
- Reporting misconduct and supporting a safe, ethical work environment.

The way we show up matters. Our behaviour, individually and as a team, directly shapes our culture and the trust we earn.

Compliance with the Code of Conduct

The Code of Conduct applies to all Moonfare employees and affiliates. It is each individual's responsibility to understand it, apply it in their conduct and raise any concerns when something feels wrong through Moonfare's whistleblower system. Our leadership team is committed to supporting anyone who comes forward in good faith and our internal reporting channels ensure confidentiality and protection against retaliation.

Final remarks

This is not a checklist, it's a shared commitment. It reflects the kind of company we are—purpose-led and people-first. Let it guide your actions and support your growth at Moonfare.