

**BUX**

# Women Invest

Over the past two years, female investors on BUX have outperformed their male counterparts. Despite this, women remain underrepresented in the investing community. We think this needs to change.

At BUX, we're passionate about empowering more women to take control of their financial futures through investing. This report not only showcases the success of female investors through an analysis of the top-performing portfolios on BUX, but also brings forth personal insights from our accomplished female clients.



# How do women see investing?

## Top 3 reasons

### ...why women **invest**

Unlike men, women are less interested in making returns in the short term (0-5 years). More women start investing to provide security for their families than men.



### ...why women **don't invest**

Even though women perceive investing as less risky than men, there are several reasons why women don't invest.



## 48% of women

...plan to start investing investing in more than 12 months from now



On average, women

...think they need almost **€1800** to start investing

Dutch women believe that investing can be done with smaller amounts, unlike in Germany, France and Spain where women think they need larger amounts to get started with.

...think they should invest around **€600** monthly



1 in 3 women

...want to be taught how to pick their own investments



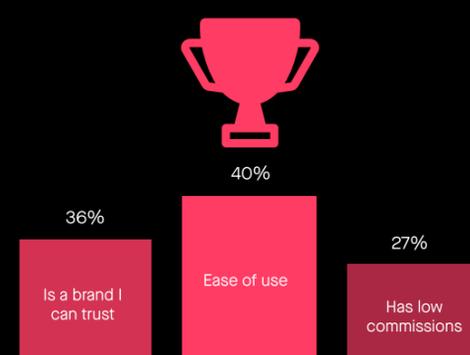
1 in 5 women

wants to pick investments based on her own research



## Top 3 priorities

...for women when choosing a broker/bank for investing



# How do women invest on BUX?

In 2022-2023 female investors on BUX have, on average, **outperformed male investors**.

We analysed our clients' investment preferences and found that some of the **top-performing portfolios** consist of a mix of sectors (instead of single-sector focussed portfolios). Women showed a **stronger preference** for such portfolios.

**30% female** investors vs **24% male** investors

invest in finance-focused portfolios which proved to be among the **most successful sectors** for our investors between 2022 and 2023.

Finance-focused



**67% female** investors vs **59% male** investors

chose a more diversified strategy (excluding crypto) with a mix of various sectors (tech, consumer, ETFs, etc).

Mixed



## Performance by years

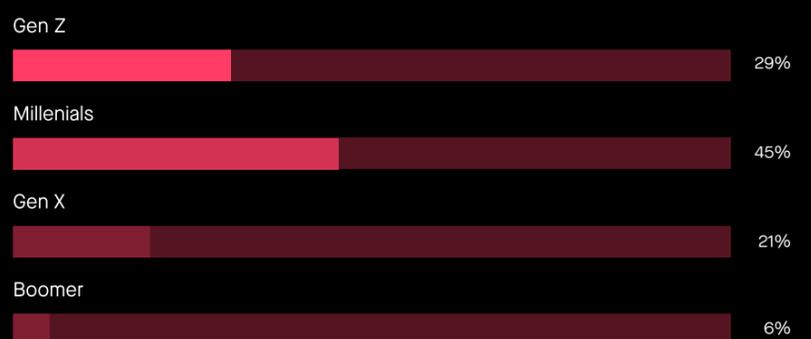
In **2022**, female investors on BUX outperformed male investors by **having more diversified portfolios**. Males show a stronger preference for Crypto.

In **2023** **male investors outperformed females** due to cryptos resurgence. Taking into account both years, **female investors on BUX** have still **outperformed male investors**, on average.

Only 1 in 5  
...investors on BUX is female



74% of BUX female clients  
...are under 43 years old



Women on BUX  
...invest 52% less money than men



For every €10 men invest, women only invest €7. This represents thousands of euros monthly that women are not investing.

# Our clients' success stories

## Renee (31), Hamburg

Investing for 2 years

I adopt a cautious approach to investing, prioritising gradual growth over time. About 80% of my funds are invested in ETFs through monthly Investment plans, while the remaining 20% serves as "play money" for experimenting with stocks.

Being raised by a strong, independent mother instilled in me the importance of self-reliance and financial independence.

[Read the full story here](#)



“I would encourage every women to just buy that first ETF and to see that it's not that scary.



## Laura (27), Ghent

Investing for 2 years

Women have less confidence, especially around numbers. However, numbers don't really matter: you can start with a small amount as long as you invest regularly.

There's is a stereotype that men are THE investors. As women, we lack role models in finance, which means that women think they aren't skilled enough.

[Read the full story here](#)

“Advice for all women who want to start investing: Just do it, stop hesitating and be confident

## Marianne (28), Delft

Investing for 1 year

I found the financial world quite intimidating at first because it was unfamiliar. Actually, when I started investing, I had a similar experience to when I began gardening after moving to the countryside. I didn't have much knowledge about gardening either, but I trusted that if I put in the effort and had a long-term vision, things would work out.

I don't think I have it all figured out. It's like every time you take a step you learn from it but maybe my next step is going to be different. I don't think I have all the golden rules but I definitely have experience with the ups and downs of the stock market.

[Read the full story here](#)



“My goal is not to be a short term investor and to be successful in it, my goal is to be a long term successful investor.

# Appendix

## How do women see investing?

Data is based on a survey conducted between May 2022 and June 2022 by Kantar and commissioned by BUX across 500 female respondents in the Netherlands who are considering getting started with investing or investing already.

## How do women invest on BUX?

Insights in this research are drawn from the investment behaviours of active trading clients throughout 2022 and 2023. It's important to note that past performance is not a reliable indicator of current or future results and should not be the sole factor of consideration when selecting a product or strategy.

The timing of deposits and orders can have a significant impact on potential returns. Our analytical models incorporate certain assumptions to facilitate analysis:

- Clients won't make any withdrawals from the account during the researched time frame.
- Clients won't make any portfolio transfers during the researched time frame.
- Clients were onboarded to BUX before 2022 and were still active by the end of 2023, ensuring their involvement in the complete investment cycle during the researched time frame.

We leveraged machine learning methodology to segment the portfolio distribution of clients' choices, essentially by grouping customers into clusters based on their similarities in portfolio structure. Although the models were fine-tuned and carefully validated, we do not guarantee or imply investment performance of any specific portfolio type.

Investing involves risks. Trading in digital currencies involves risks. You can lose your deposit.

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