

**IFU REBRAND.**

**CAPITAL FOR SUSTAINABLE INVESTMENTS**

The Investment Fund for Developing Countries provides advisory services and risk capital to companies wishing to do business in developing countries and emerging markets. IFU has committed investments of 202 Billion DKK across over 100 countries around the world. IFU wanted to refocus their managed funds towards supporting the UN Sustainable Development Goals under the "Capital for Sustainable Investments" narrative. We helped them simplify the brand architecture and refresh their visual identity to support this important ambition.

The rebrand introduces a stylized dynamic globe, a fresh and vibrant color palette and a custom typeface, that carry the story of bold elegance juxtaposed with vibrance and spirit from the emerging markets where

they invest. We simplified the identity significantly, using mainly a signature red color, globe symbol and a custom headline typeface. This allows the IFU visual identity to feel uniform and thus able to deliver their proposition with more impact and coherency.

**INSIGHT**

The new IFU globe was built with the idea of an ever changing symbol — always the same, but always changing to match new global needs. The motiongraphic concept lets the globe illustrate different continents and allow for future funds and services to have their own versions of the IFU globe. At launch, the brand starts simple and uniform, but will over time evolve this dynamic side of the communication, when it becomes relevant for the growing business.



INVESTERINGSFONDEN  
FOR UDVIKLINGSLANDE



BEFORE



IFU



DANISH SDG  
INVESTMENT FUND



DANIDA SUSTAINABLE  
INFRASTRUCTURE FINANCE

AFTER

# CLIMATE INVESTMENTS IN CHINA

INVESTMENT FUND FOR DEVELOPING COUNTRIES

# IN 2018, IFU INVESTED DKK 1.5 BILLION, WHICH IS AT AN ALL-TIME HIGH

IFU and IFU managed funds contracted investments at a total of DKK 1.5bn in 2018, which is at an all-time high and in line with IFU's strategy to reach an annual investment level of DKK 2bn by 2021.

CAPITAL FOR SUSTAINABLE INVESTMENTS

# OPERATING REPORT 2020

# IFU PROVIDES ADVISORY SERVICES AND RISK CAPITAL



Furthermore, IFU is fund manager of a number of other investment funds, including the Danish SDG Investment Fund.

IFU makes risk capital available in the form of equity, loans or guarantees for project companies in one of the 146 countries eligible for IFU investment. In addition, IFU acts as an adviser during the establishment phase and a project company's first few years in operation, typically pulling out when the company can operate on its own.

Advisory services are provided by IFU's investment managers based in Copenhagen or at one of our regional offices in Africa, Asia and Latin America.

IFU and IFU managed funds have invested in more than 1,280 projects in 100 countries. Investments generally produce positive results and have turned out to be good business for all parties involved, for the host country, the partners and for IFU.

Investments are made on commercial terms in the form of equity and loans. The purpose is to contribute to economic and social development in the investment countries.

IFU and IFU managed funds have co-invested in nearly 1300 companies in 100 countries in Africa, Asia, Latin America and parts of Europe. Committed investments total DKK 202 billion, of which IFU has contributed DKK 22 billion.

**Neither aid, nor business grants**  
IFU is an independent government-owned fund offering advisory services and risk capital to companies wishing to do business in developing countries and emerging markets.

We are not a provider of aid or business grants. We work on a commercial basis, because we believe that business investment is a good way to create lasting

**Good business for developing countries**  
Total investments to date amount to DKK 202bn, of which IFU has contributed DKK 22bn. This has helped to create close to one million jobs in the host countries. In addition, IFU's presence has resulted in a transfer of knowledge and technology, the employees have received training and education, and economic activity and a basis of income have been created for the host countries.

IFU also helps to highlight a project company's corporate social responsibilities of ensuring that employees are given proper working conditions and that a project company's production is socially and environmentally sustainable.

**Positive effects for Danish companies**  
IFU has co-invested with more than 900 Danish companies. In the vast majority of cases, the project companies established in developing countries have been

2019

Guideline on how to adopt good anti-corruption practices

# GOOD ANTI-CORRUPTION PRACTICES

IFU provides advisory services and risk capital to companies wishing to do business in developing countries and emerging markets.

# BEST PRACTICE ON BUSINESS PLANS

SEPTEMBER 2020

INVESTMENT FUND FOR DEVELOPING COUNTRIES



# IFU



**DANISH SDG  
INVESTMENT FUND**



**DANIDA SUSTAINABLE  
INFRASTRUCTURE FINANCE**

LIGHT RED

PRIMARY RED

DARK RED 1

DARK RED 2

NUDE

TEAL

YELLOW

BLUE

ORANGE

PURPLE

GREEN

PETROLEUM



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CAPITAL FOR SUSTAINABLE INVESTMENTS



INVESTMENT FUND FOR  
DEVELOPING COUNTRIES

