

**PRESS RELEASE**

## Investing in Funds 101

Following on the heels of its [2020 video on “why to invest in shares?”](#) (published exclusively in French), BETTER FINANCE now launches a new educational video on “Investing in Funds”, in English as well as in French. This latest video takes a deeper look at investment funds in Europe and explains how individual investors can invest their long-term savings for a rainy day.

**6 July 2021** - Europe’s population is ageing fast. Add to this the fact that, with interest rates below inflation, savings accounts of European citizens at their local banks are fast losing their purchasing power, and it becomes clear that savers need to look for different solutions.

Seen from this perspective, the future of Europe’s greying population doesn’t look too rosy. For many European households, their bank and mandatory pensions simply won’t cut it, and they have to look for other ways to build a nest-egg and find alternative solutions to provide for a decent income through retirement... But where to start?

The myriad investment options out there can be perplexing for even the most seasoned professional investor, and many products out there are far too complex for the average citizen to fully understand.

The video takes the view that investing is not, and shouldn’t be, a full-time job. This is why investing in funds, with the right balance of shares and bonds, is the most efficient and safe way for European citizens to complement their pension savings.

BETTER FINANCE, the European Federation of Investors and Financial Services Users, together with Investas, the Luxembourg Association of Private Investors, and F2iC, the French Federation of Individual Investors and Investment Clubs, invite all individual savers and investors who are looking for a decent return on their investments to watch this educational video.

Please find the video on the [BETTER FINANCE website](#) or directly on the [BETTER FINANCE YouTube channel](#).

- Watch the [EN Video](#) here.
- Watch the [FR Video](#) here.

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