

Impact Dashboard 2021

Photo: Hukumonline

Portfolio



\$114.5m total assets under management



\$5.7m of new investments in **16** media companies



76% provided as equity and **24%** as loans



9 companies and **2** countries new to MDIF

Clients



47 media companies in **29** countries



89% in countries where press freedom is limited



5,800 media workers, **44%** of them women



at least **90** awards received

Impact on client business

Reach

262m

people received their information from MDIF clients in 2020

190%

average reach increase after 5 years of working with MDIF

Revenues

322m

in revenue generated by MDIF clients in 2020

205%

average revenue increase after 5 years of working with MDIF

Viability

63%

clients classified as having low or moderate risk in 2020

11%

average risk rating increase after 5 years of working with MDIF

Client evaluation

59%

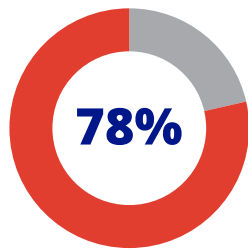
clients seeing positive change due to work with MDIF in 2020

85%

clients seeing positive change due to MDIF media advisory

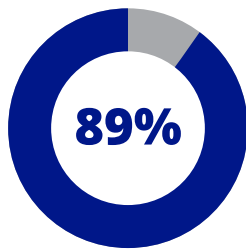
Client impact on society

Corruption and accountability



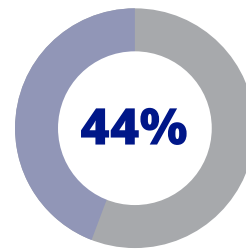
clients published **corruption and accountability** information that had impact in 2020

Social issues



clients published **social issues** information that had impact in 2020

Elections



clients published **election** information that had impact in 2020

Special focus: Covid-19

88% clients saying Covid-19 had a negative impact on their business

70% clients seeing the economic impact and decline in revenues as the biggest challenge

95%

clients published **Covid-19** information that had impact in 2020