



Est. 2020

Money Maze Podcast

2026



Welcome to the Money Maze Podcast

Inspiring interviews with leading figures
from the world of business and finance.

When we launched the Money Maze Podcast in 2020, our intention was to open-up the opaque world of business and finance to a broader audience through direct, entertaining, and insightful interviews with masters of the real life money maze, and we believe we've now achieved this!

The Money Maze Podcast continues to grow, with extraordinary interviews and in-depth insights. Alongside our **Money Maze Podcasts (MMP)**, we have created **Money Maze Curated Podcasts (MMCP)** spin-off channel and work with our Sponsors and Corporate Partners who benefit from our extensive networks.

One of the unexpected delights of starting the podcast has been the networking and goodwill created. To build on this we host the annual in-person **Money Maze Allocator Summit (MMAS)**. It showcases the UK's world-class investment industry and offers experienced practitioners the chance to convene at a renowned venue in the City of London. Sessions are interspersed with fine food & drink, as well as – for those inclined - light sporting activities!

We offer generative AI-powered dubbing via our **Money Maze Multilingual** channel, allowing interviewees to 'speak' 30+ languages and thus reach new LPs/GPs in under-penetrated markets. We have also launched **Money Maze Learn**, where episodes are organised into thematic playlists to help students find episodes aligned with their interests and career aims.

Thank you for your interest. If you have any questions or suggestions, please do not hesitate to get in touch with us.

Simon Brewer

Co-Founder
Money Maze Podcast
simon@moneymazepodcast.com

Will Campion

Co-Founder
Money Maze Podcast
will@moneymazepodcast.com

Extraordinary Reach



85,000,000,000,000+

USD assets managed by podcast guests

3,120,000+

Long form streams

28,500,000+

Short form streams

105,000+

Followers & Subscribers¹

140+

Countries where listened

275+

Episodes

Data as of 01/2026. Long form streams represent the cumulative total of all unique podcast app listens >1 minute (IAB verified), and video views >30 seconds (hosted on YouTube). Short form streams applicable to preview video views on our social media channels, based on cumulative total since 01/01/22. ¹Followers and subscribers' includes all podcast app followers, social media followers and email newsletter subscribers.



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The growth of the Money Maze Podcast has surpassed all our ambitions. It has been an honour to not only interview some of the biggest names across finance and business, but also have these individuals as our listeners. Our goal remains as it always has been, which is to open up what is - all too often - an opaque world, and do so in a way that is both interesting and fun.



Simon Brewer

Co-Founder, Money Maze Podcast

Why the Money Maze Podcast?



High **Impact**

C-suite audience in financial services & a range of other sectors



Global Reach

Listeners & viewers in 140+ countries



Fast **Growth**

On track for 5 million streams by the end of 2026



Professional Production

Industry-leading editing, broadcast-standard production & recognised interviewer



Multichannel Output

Content shared on video, audio, social media, web and email, as well as multiple languages if required

[illegible]

Five Distinct Services

1

Money Maze Podcast

Interview-based podcasts with extensive distribution and listeners. These have included some of the most well-known finance and business figures globally. Editorially independent and funded by Sponsorship partners.

2

Money Maze Curated Podcast

The corporate finance tool that serves as the first meeting, via the innovative & engaging multimedia podcast medium. The paid-for service helps both fund managers and other entrepreneurs access our network of senior professional investors.

3

Money Maze Allocator Summit

A two-day in-person event, convening an elite international roster of allocators, asset managers, and thought leaders. Hosted in the heart of the City of London, MMAS speakers are picked to explore the critical forces shaping the global investing landscape.

4

Corporate Partnerships

We host a number of private dinners with selected speakers, many of whom have appeared on the podcast. We also host a range of other private & informal events as part of the partnership, as well as referrals and marketing collaboration.

5

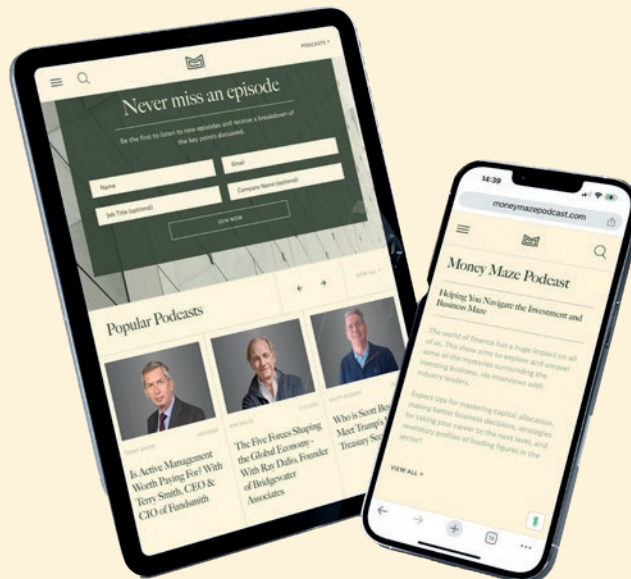
Money Maze Multilingual

Helping our interviewees reach LPs & CIOs in their native language, supporting your fundraising aims, tech adoption, and cross-border reach.

Creating a World Leading Podcast

Our guests have given us an insight into their world and thinking like no other.

Since launching the Money Maze Podcast, we have had the honour of interviewing many of the best known individuals from around the world of finance and beyond. In the early days, we approached potential guests with invitations to appear on our show, but we now receive dozens of daily enquiries, including some from many household names. Whilst we continue to grow, our ethos has always remained the same, which is to have fun and help our listeners make sense of the complexities that are so ingrained in modern finance.



How Can a Podcast Help Your Business?

Relevant

While we are not looking to break news, each podcast must be relatable and relevant to the macro environment. Fresh thinking is invaluable and appreciated.

Entertaining

Too often finance is dry, so podcasts must be entertaining. We always look to entertain through a close rapport between the host and the guests.

Detailed

We interview some of the biggest names in finance, but we also look further afield than just finance to provide our listeners with a broader perspective where there is value.

Educational

We have a substantial youth cohort in our audience, who utilise the interviews to improve their understanding and career prospects in the investment management sector.

Professional

We feature only proven finance and business leaders to ensure high quality conversations packed full of expert advice and insights. Interviews are also hosted by Simon, a finance industry veteran.

The Money Maze Podcast is Proudly Sponsored By

Schroders



IFM Investors



LSEG

Structuring Money Maze Podcast Interviews

**Research & Due
Diligence**



**Pre-call to discuss
topics and themes**

**MMP Interview
90 minutes**



**Editing &
transcription**

Approval



**Published &
publicised**



Total production time: 40 hours

Featured Guests

Alex Rodriguez	<i>American baseball shortstop & businessman</i>
Anthony Scaramucci	<i>SkyBridge Capital, Founder & Managing Partner</i>
Baroness Mayo	<i>Fundsmith, Founder & CEO</i>
Cathie Wood	<i>CEO, Ark Invest</i>
Carson Block	<i>Muddy Waters, CEO</i>
David Einhorn	<i>Greenlight Capital, President</i>
General Petraeus	<i>US Army General & former Director of the Central Intelligence Agency</i>
Howard Marks	<i>Oaktree, Co-Founder & Co-Chairman</i>
James Anderson	<i>Lingotto, Managing Partner & CIO</i>
Jen Prosek	<i>CEO & Founder, Prosek Partners</i>
Luba Nikulina	<i>CSO, IFM Investors</i>
Michael Lewis	<i>Author</i>

Neil Woodford	<i>Investor</i>
Sir Nick Clegg	<i>Retired politician & former President, Global Affairs, Meta</i>
Nicolai Tangen	<i>Norges Bank Investment Management, CEO</i>
Noor Sweid	<i>Founder & Managing Partner, Global Ventures</i>
Peter Frankopan	<i>British historian & writer</i>
Ray Dalio	<i>Bridgewater Associates, Founder</i>
Robert F. Smith	<i>Vista Equity Partners, Founder, Chairman & CEO</i>
Scott Bessent	<i>US Treasury Secretary</i>
Scott Kleinman	<i>Apollo Asset Management, Co-President</i>
Sir Chris Hohn	<i>TCI & CIFF, Founder</i>
Sir Tony Blair	<i>Former Prime Minister of the United Kingdom</i>
Tilly Franklin	<i>Cambridge University Endowment, CEO & CIO</i>

Click here to see
all episodes



Take Control of the Narrative

Money Maze Curated Podcasts have a very similar feel and structure to the Money Maze Podcasts, but *you* set the agenda.

Unlike the Money Maze Podcasts, our Curated Podcasts have no third party advertising and are positioned first and foremost as a valuable marketing tool for any business.

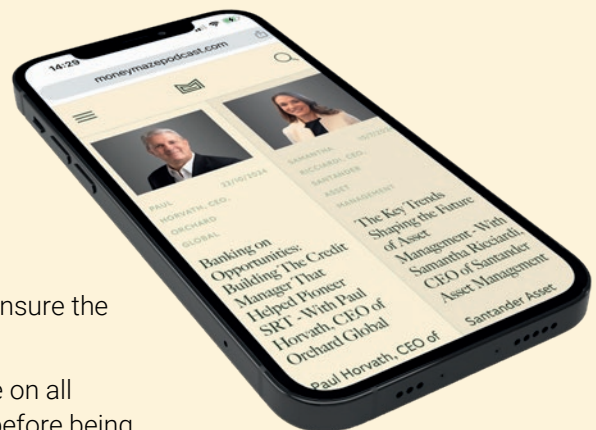
They have a proven track record for delivering results for interviewees and their businesses. Episodes are shared with the global Money Maze Podcast finance audience across all channels.

Our clients use this option for varying reasons, from raising profiles, publicising campaigns, providing education, updating the market, generating new business, and more.

The biggest difference between the Money Maze Podcast and Money Maze Curated Podcasts is that you have control of the narrative. For this, we work to your agenda and ensure the end product is the best way of telling your story.

Once the episode is released, it is made available on all major podcast apps, our website and YouTube, before being promoted via our social media channels & email newsletter.

Clients have full rights to embed the feature on their websites for potential clients and stakeholders, saving significant costs and time with early-stage meetings.



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We designed the Money Maze Curated Podcast series to give you full control of content and distribution. You benefit from all the best parts of the Money Maze Podcast. This is fully tried and tested, with the result being a professional podcast that is very clearly Money Maze, fronted by Simon. It is entirely down to what you want.



Will Champion
Co-Founder, Money Maze Podcast

The MM Curated Podcast Opportunity

Commissioning a Curated Podcast gives clients a high impact and professional production.

The keys to a high quality Curated Podcast are knowledge, chemistry, and agenda. Before any recording takes place, the team extensively researches the client and their respective business.

The interview structure is discussed in detail, in advance, with the client, and adjusted where required.

Recording can either be done in-person or remotely, with all equipment and software provided by the Money Maze Podcast team.

The raw recording is professionally edited by our team, and clients are permitted to request content cuts.

On sign off, the episode can be released on private channels, or promoted to our finance ecosystem via web, email, and social channels.

Episodes can be recorded and released in just one month, bypassing the waiting list for the main show.



Featured MM Curated Interviews

Neamul Mosin	OUem (CIO)	Stewarding capital in Oxford: A strategic dialogue.
Peter Davies	Lansdowne Partners (Senior Partner & Portfolio Manager)	Stewarding capital in Oxford: A strategic dialogue.
Dame Julia Hoggett	London Stock Exchange (CEO)	Capital Unleashed: How the LSE is rewiring the private and public markets.
Mike Tiedemann	Alti Global (Co-Founder & CEO)	What does contemporary wealth want?
Philip Moross	Cutting Edge (CEO)	The business behind the beat: Monetising media music rights.
Dr. Christina McGuire	Elephant Asset Management, (Founder & CEO)	Are emerging markets too cheap?
Greg Smith	IP Group (CEO)	Can Britain build the next billion dollar tech unicorn?
Simon McGivern, Peter Martin, Richard Penny & Toby Clothier	Oberon Investments (CEO & Senior Fund Directors)	The nimble advantage: Oberon Investments' approach to UK wealth management and the UK small cap potential.
Stephen Roberts	Orgueil Capital (Founder & CIO)	Dislocations, valuations and the changing world order: why global hedge funds matter now.
Stephen Velotti	Pillar Capital (CEO)	Uncorrelated by nature! The property catastrophe risk playbook.
Stan Moss	Polen Capital (CEO)	Polen Capital's differentiated approach to equity and credit investing.

Money Maze Allocator Summit

Bringing global investment leaders together for two days of in-depth discussions on key market themes.

2025 saw the launch of the inaugural Money Maze Allocator Summit. Held at the magnificent headquarters of the London Stock Exchange, this two day event convened some of the world's most respected allocators and managers to discuss, debate and define the investment landscape.

Among the speakers, moderators and panellists were some of the most well-respected leaders in the industry, including Todd Boehly, Sir Chris Hohn, Annachiara Marcandalli, Tilly Franklin and General Sir Patrick Sanders.

To widen the lens, we also welcomed the likes of Sir Nick Clegg, Emily Maitlis, Dr Andrew Steele and Peter Frankopan.

[Click here for
further information](#)



Money Maze Allocator Summit*



At a time when sentiment towards UK markets is muted, this was one of the most impressive gatherings of global asset allocators I've seen in the UK in many years.

Huw Van Steenis
Vice Chair & Partner, Oliver Wyman

Inaugural MMAS = PHENOMENAL! That was an immense summit! It was amazingly curated and organised and had a consistently high calibre line-up of diverse, insightful and thoughtful speakers. Very impressive indeed. Plus healthy debates around the most innovative investment opportunities and risks associated with each.

Cressida Myers
Head of International Portfolio Strategy, Private Foundation

Thank you for a most engaging and well-organized event over the past two days. The content was superb, and the dinner experience last night at Mansion House was a delightful treat.

Leonie Foong
Partner & Investment Committee Member, Overlook

Congratulations on an absolutely phenomenal MMAS! The energy, creativity, and connection throughout the event were truly inspiring. I'm so glad to have been part of it and definitely came away with new friendships and fresh ideas. It's clear this is only the beginning.

Nazmi Abu
Head of Partnerships, Investment Office, Yamauchi FO

Huge thanks for including us in the inaugural MMAS. What a great success – fascinating panels/discussions and I met some very interesting people. Loved the dinner too – Rory Bremner was brilliant. I haven't laughed so much in a long time!

Mark Wallace
Managing Director, Rothschild & Co Wealth Management

Thoroughly enjoyable, informative and engaging with some brilliant panels, and I certainly did also make some great new friends.

Jack Paravinci,
UK, Abu Dhabi Investment Office



Corporate Partnerships

Join our Global Finance Community

Small by design, Corporate Partners enjoy invites to a range of informal and private events, as well as marketing collaboration and introductions to our network.

Exclusive Events*

You will be invited to a number of events annually, which includes talks/Q&As with top business leaders, dinner and drinks.

Introductions

Corporate Partners also enjoy the opportunity for introductions to past guests, which include leaders from some of the world's most respected financial institutions and public firms from the wider economy. We can also make introductions to other Corporate Partners & Sponsors.

Consulting Opportunities

Meetings with the Money Maze team to discuss our experiences, and lessons learnt, when it comes to digital marketing & media distribution.



* Annual Money Maze Allocator Summit (MMAS) not included.
Discounted Corporate Partner access to MMAS only.

Conferences



Third Party Events



University Talks



Fireside Chats



Sponsorships

Access, Profile, Reach and Impact

As one of the four sponsors*, your firm taps into the Money Maze's global ecosystem.



Brand Extension

With the MMP's multichannel media output reaching 140+ countries, and followed predominantly by finance professionals, the messaging is unambiguously aimed at the appropriate demographic.



Spreading the Word, Connecting the Dots

Access, utilise and benefit from MMP's editorial and commercial contacts, as well as Simon Brewer and Will Campion's professional network (built from 40+ years each in the business).



Interview Partnerships: On Stage, On Point

Each year, one person from your firm will appear on the show. Clear, compelling and thoughtful conversations.



Events: A Seat at the Table

The dinners we hold during the year have proved a potent way of meeting peers, discussing investments and business; listening and connecting. From Nicolai Tangen to General Sir Nick Carter, we have tried to create a 21st Century "salon" where opportunities follow.

*Limited to a maximum of four Sponsors (per quarter)

Money Maze Multilingual (MMM)

Spin-off channel for non-English speakers. Powered by advanced AI, episodes are dubbed whilst preserving the original voices of the speakers.

Previous episodes have been translated into French, Spanish, and Arabic. The dubbed interview will be released in audio and/or video format. This demonstrates to clients that you're willing to cater to their needs & languages, acknowledging the importance of those jurisdictions. Dubbing available in 30+ languages.

Case Studies

Peter Tasker & Mark Pearson Arcus Investment

Following an interview with Simon, institutional fund managers, Arcus Investment, entrusted us with creating Spanish & French editions of their original conversation, to take a step further in reaching their global clients.



Peter Frankopan Author of 'The Silk Roads'

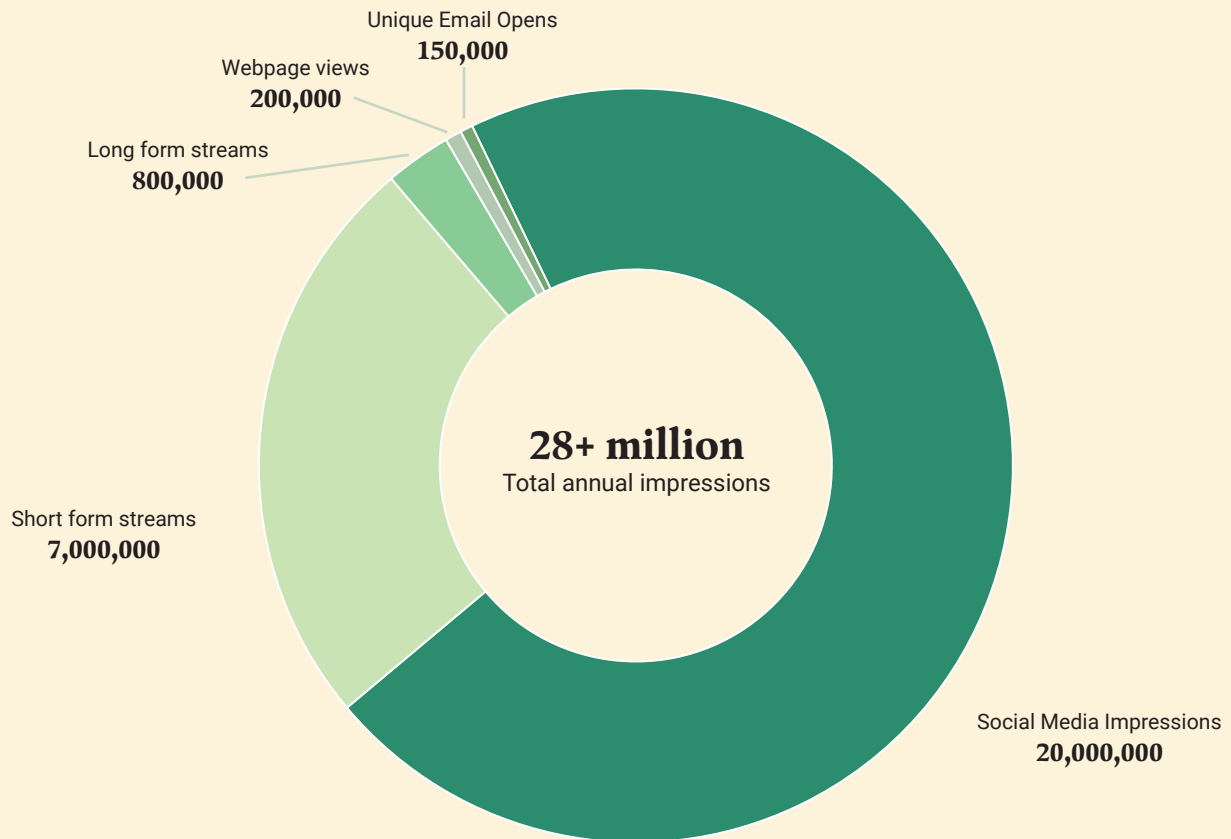
Episode dubbed into Arabic in honour of the 10-year publication anniversary and to further align the interview with the MENA region (the book's subject area), helping the interview access non-native English speakers and boosting its global reach.



Dubbing available in 30+ languages and promoted across our network. Prices on request.

MMP Multichannel Reach

2025/26 statistics



Based on Q1/Q2 2025 data samples, annualised. Long form streams from all podcast apps, including Apple & Spotify, YouTube, Substack and our website. Email stats are sourced from MailChimp. Impressions may not be unique due to audience overlap between platforms/mediums. Approximate gross figure. Statistics have been rounded to three significant figures.

MMP Demographics & Growth

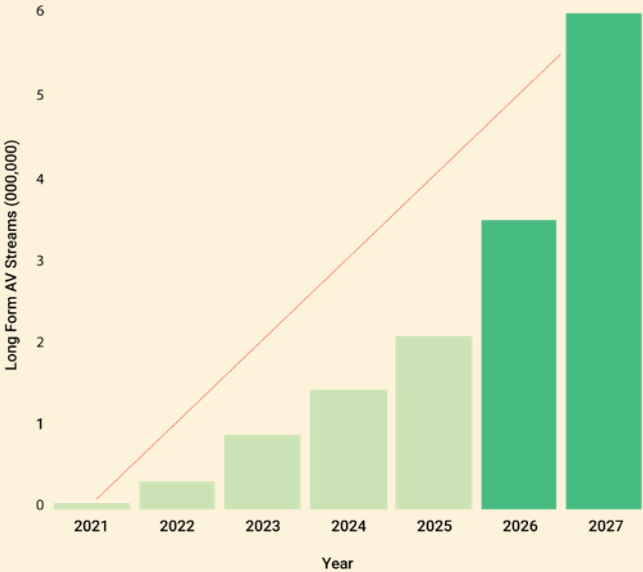
Audience Breakdown

Age	18-22	5%
	23-27	16%
	28-34	26%
	35-44	26%
	45-59	22%
	60+	5%

Top 10 countries	 UK
	 US
	 Australia
	 Germany
	 Ireland
	 Norway
	 Netherlands
	 Spain
	 Hong Kong
	 Canada

Sector	1. Investment Management
	2. Financial Services
	3. Capital Markets
	4. Banking
	5. Business Consulting

Projected Growth



* 2025 sample. Age & location data from Spotify for Creators, industry stats from LinkedIn followers.

Social Media Impact



1.8m

LinkedIn impressions
in Q2 & Q3 2025



89%

Website visitor growth in
2025, with 85k website
views, and prominent US
& UK audience



78%

YouTube growth in
2025, generating 5.6m
impressions, 735k
views, 118.4k watched
hours and 12.4k new
subscribers

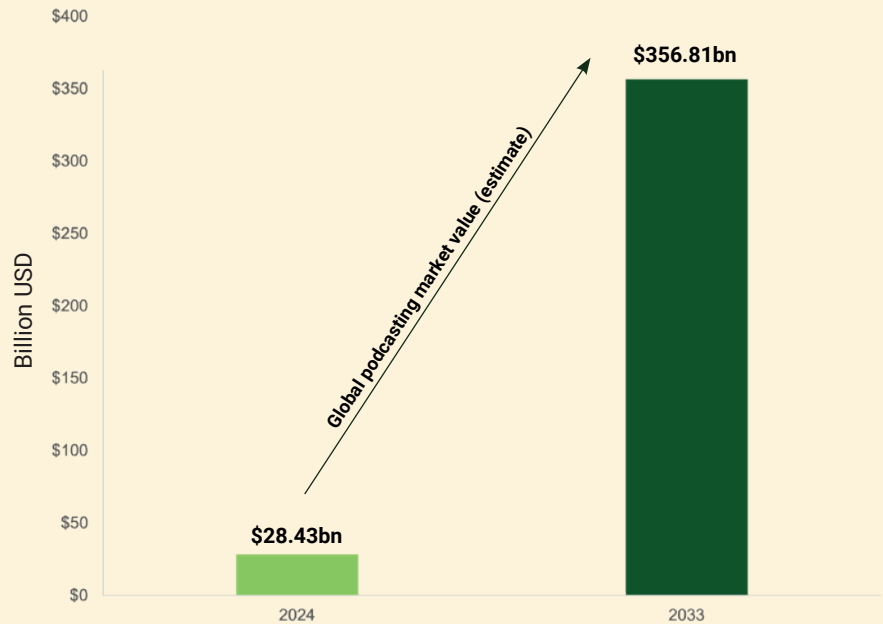


40%

Combined platforms have
seen a total growth of 40%
in followers since Q1 2025

Industry Figures

Today, podcasting is the **fastest growing media format** - it is estimated that global podcasting will expand at a **CAGR of 32.8%** from 2025 to 2033.ⁱ



ⁱ AMECO Research

A Selection of Firms on our Distribution List

ADIA	ERS of Texas	Petershill Group
ADIC	General Atlantic	Pincus Capital Management
AIMA	Global Families Group	Retirement System of the State of Hawaii
Albourne Partners	Harvard Business School	Rockefeller & Co, Inc.
AON Consulting	Highland Associates	Rothschild
Apollo	Hirtle, Callaghan & Co	Schroders
Ares	iConnections, LLC	Seattle Children's
BH Principal Investments	INVESTCORP	Sovereign Wealth Fund Institute
Boston's Children Hospital	John Templeton Foundation	Stanford School of Business
Brevan Howard	Kansas State University Foundation	Stepstone Group
Brown Advisory	Korea Investment Management	Summit Rock Advisors
BBR Partners	Lockheed Martin Investment Management	Texas Children's Hospital
CAIS	Los Angeles Capital Management	Textron Investments
CALPERS	LSEG	The Allocator Network
CalSTRS	Ludwig Cancer Research	The Children's Investment Fund
Cambridge Associates	Margaret A. Cargill Philanthropies	The Colony Group
Capricorn Investments Group	Mercer	The Trust Company of the South
Cazenove	Montgomery County Employee Retirement	Tiedmann Global
Charles Stewart Mott Foundation	NEPC	UBS Wealth Management
Chicago Teachers Pension Fund	Plans	UNC Management Company
Citadel	Morgan Stanley Private Wealth	University in St. Louis Endowment
Citation Capital	Morningstar Wealth Management Solutions	University of Wisconsin Foundation
Columbia Investment Management	New York State Common Retirement Fund	Vanderbilt University Endowment
Company	Northern Trust	Vanguard
Davidson College Endowment	Northwestern Mutual	Verus Investments
Deutsche Bank	Nomura Private Capital	Wellesley Asset Management
Doris Duke Foundation	NYC Board of Education Retirement System	Wiltshire
DUMAC	Pershing Square	WTW

Press Features & Awards

Financial Times

The Times

Bloomberg

MarketWatch

British Podcast Awards (Best Business Podcast Nominee)

The Australian

Private Equity International

Investors Chronicle

The Alternative Investor

The Podcast Reader

The Independent

Podbible

Citywire

The Lovie Awards (Best Business Podcast Nominee)

Savvy Investor

The Acquirers Multiple

Feedback on the Money Maze Podcast

This podcast is excellent... thoroughly recommend listening to it and Simon Brewer's others in the series!

Paul Armstrong
Managing Director, Permira

I love the podcast and have got our team listening too! Amazing ladies & gents with their stories and actually talking in plain English about what they do and how they got there helping to de clutter the career maze.

Camilla Hill
Investment Manager, Rathbones

Thank you so much, I've had people ping me directly who have enjoyed it! It was a fantastic opportunity to share the firm's story with a global audience, and the whole process was straightforward and fun.

Dame Kate Bingham
Managing Partner, SV Health Investors

The Money Maze Podcast invites proven industry leaders as guests, and Brewer, the show's host, asks thoughtful questions to draw out relatable stories, investment insights, and incisive opinions. The result is a listening experience full of nuggets you'll want to screenshot, bookmark, highlight, and share.

Kayin Kohler
Senior Marketing Manager, DealCloud

We see the podcast as such as periscope onto the outside world, and your interviews provide both current information, and also go back to investigate the past and understand the journeys some of the people have made.

Edward Whitley
Founder, Whitley Asset Management

I love the Money Maze Podcast, Tilly Franklin was a highlight. Thank you!

Anna Rudgard
Sustainability & ESG, Brown Advisory

Not often anyone has managed to get me onto the personal side. May this discussion encourage many entrepreneurs and entrepreneurship stories.

Mathieu Chabran
Co-Founder, Tikehau Capital

I couldn't quite believe you when you said it was going to be such a pleasant and rewarding affair. I genuinely enjoyed talking to you; you get to hit great balls when you are served well.

Annachiara Marcandalli
Partner, Cambridge Associates

Money Maze Podcast's reach and influence is remarkable. My appearance on the podcast led to far more offers of employment and connectivity than any of my other speaking and media work. Thank you to the team for giving me the opportunity!

General Sir Nick Carter
Former UK Chief of the Defence Staff

Feedback on Curated Podcasts & Corporate Partnerships

Money Maze Curated Podcasts

Money Maze Podcast is a fantastic accomplishment that will certainly continue to grow in importance and reach. My podcast is already proving to be a great tool, and my association with the show is of considerable value for TechMet.

Brian Menell
CEO, TechMet

I've now listened... thanks so much everyone. It was fun to do and I think the product is great. Excited to use this!

Robert Rothkopf
Managing Partner, Balance Legal Capital

I can vouch for the reach of the Money Maze Curated Podcasts. Last week we exhibited at the American Transplant Congress in San Diego where I had several conversations with Americans whose interest was piqued after hearing about us thanks to the episode.

Craig Marshall
CEO, Organox

Thanks again for all your time and help on this. I've listened to the pod a couple of times and think it does the job nicely – thanks for the excellent questions Simon! It was highly enjoyable to do it all.

Matt Smith
Investment Director, Ruffer

Corporate Partnership Events

Thank you very much for hosting us last week at the Bremont Store opening. Our clients were really pleased to have been invited and had a great time.

Peter Hindle
MD, Rothschild & Co Wealth Management

It was an amazing event and a great opportunity to meet the other partners, who are an incredibly impressive group of people.

Ellie Stoneham
Director, BlackRock

Thank you for hosting such an enjoyable and informative evening. Such a memorable event in such sumptuous surroundings.

William Meadon
MD & Head of Core Equity, JPMorgan

Thank you for the wonderful dinner last night with General Sir Nick Carter and your other distinguished guests.

Arjun Raghavan
CEO, Partners Capital

It was a wonderful evening with a group of interesting people, numerous stimulating discussions and great wine. I thoroughly enjoyed the talk by Sir Edward Davy and very much appreciated his candour.

David Novak
Partner, CD&R

The Team



Simon Brewer

Senior Advisor at Rothschild & Co. and Director at Arolla Consulting. Simon is the former Chair of Morgan Stanley's European Asset Allocation Committee and Chief Investment Officer.

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Will Campion

Will is the Founder and CEO of Campion Capital, which he launched in 2003. He is the former Head of European equity derivatives sales at JP Morgan and Flemings.

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Anna Bea

MMP Marketing Consultant. Anna has extensive background in podcast production, promotion and management.

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Celine Basma

Head of Marketing & Communications. Social media content production and marketing, administration, and communications.

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Oliver Bodmer

Production & Operations (COO). Oliver has broad expertise in video and audio content production.

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Madeleine Campion

Head of Events. Maddie has experience in financial PR and has a business & marketing degree.

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