



# Ultra High Net Worth – Numbers and Profiles

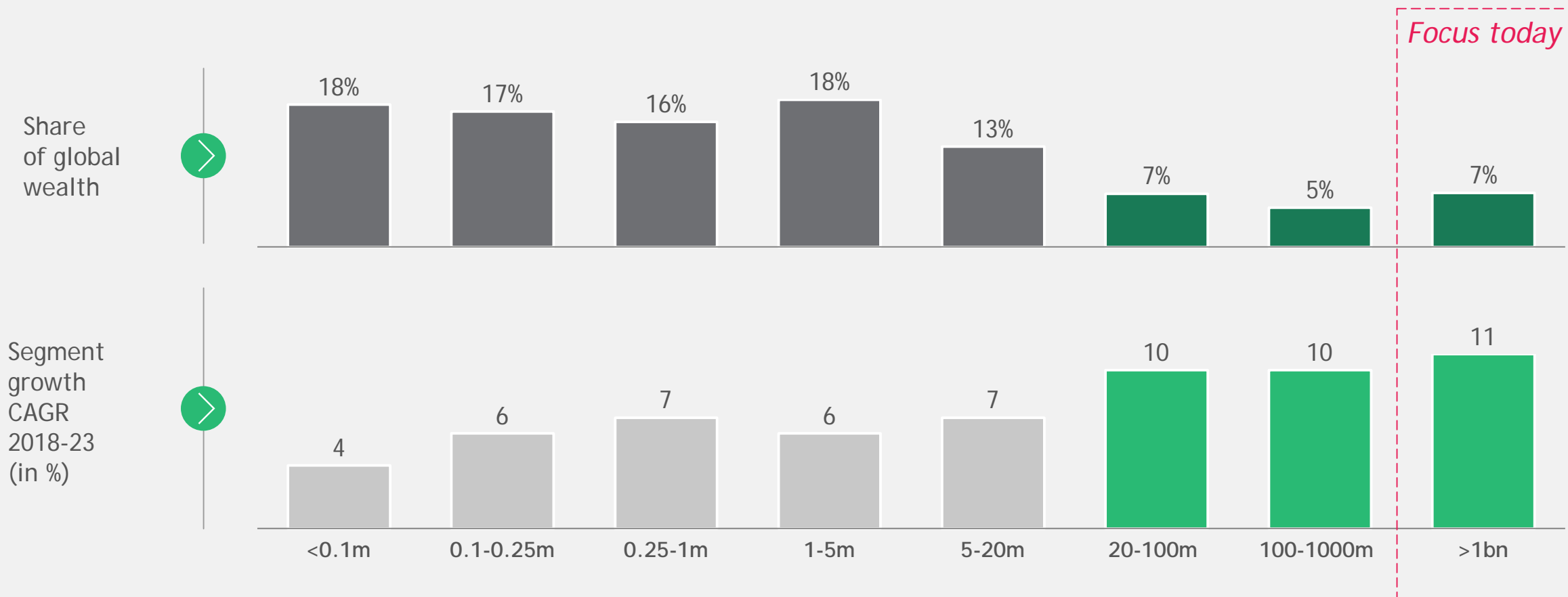
Marine Money Superyacht Finance Forum

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# The Numbers

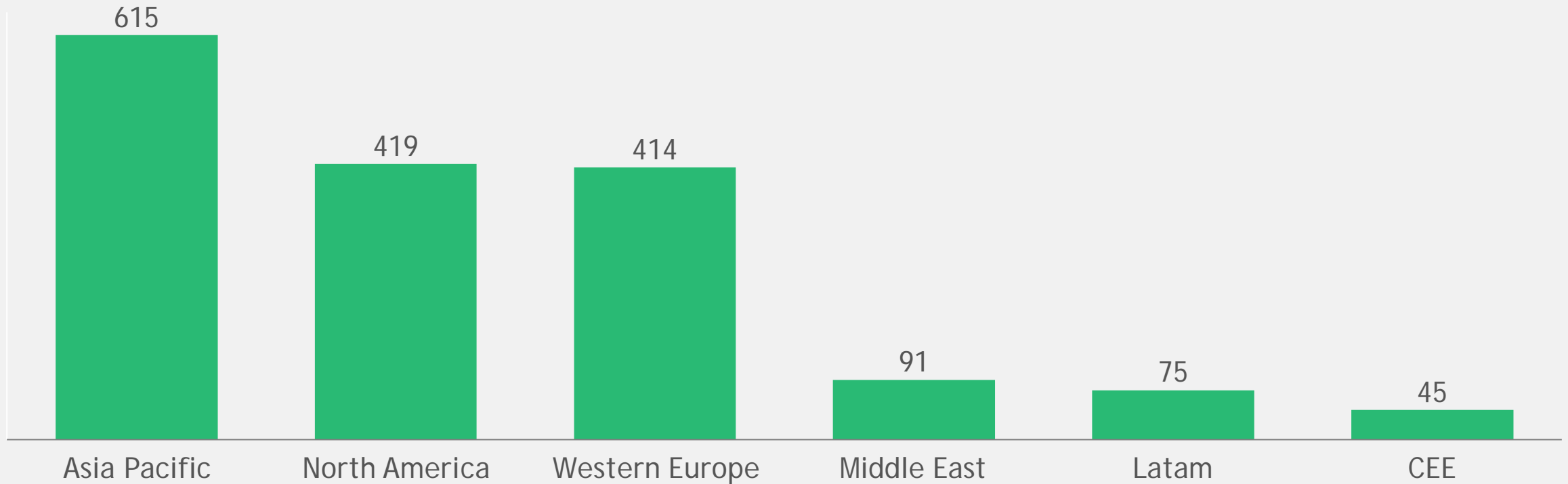
# Upper and Ultra HNW are the most strongly growing segments



Notes: Wealth bands in USD; wealth in local currency converted into USD using 2018 year-end exchange rate across all time periods. Shows total private financial wealth, i.e. including pensions/life insurance savings and unlisted equity. Segment growth includes the shift of individuals between segments as they become richer or poorer.  
Source: BCG Global Wealth 2019 Market Sizing Database.

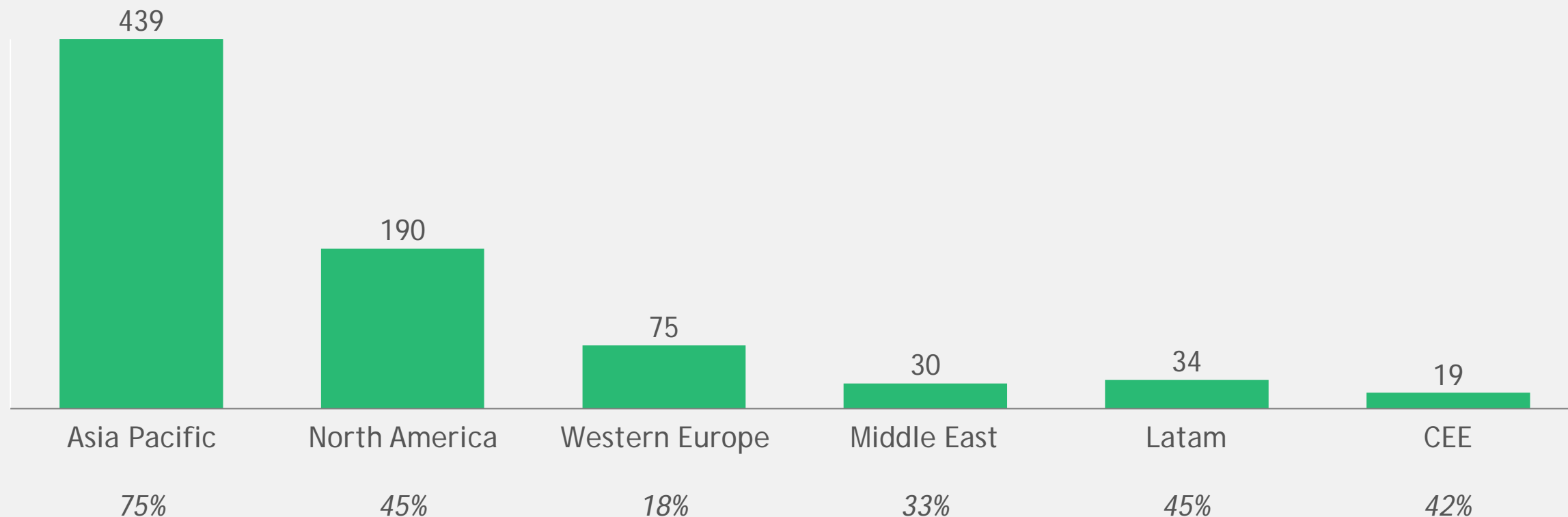
# Where to look today? About 1'700 billionaires globally

# billionaires end of 2018



# And in 2023? - 800 new billionaires expected, +43%

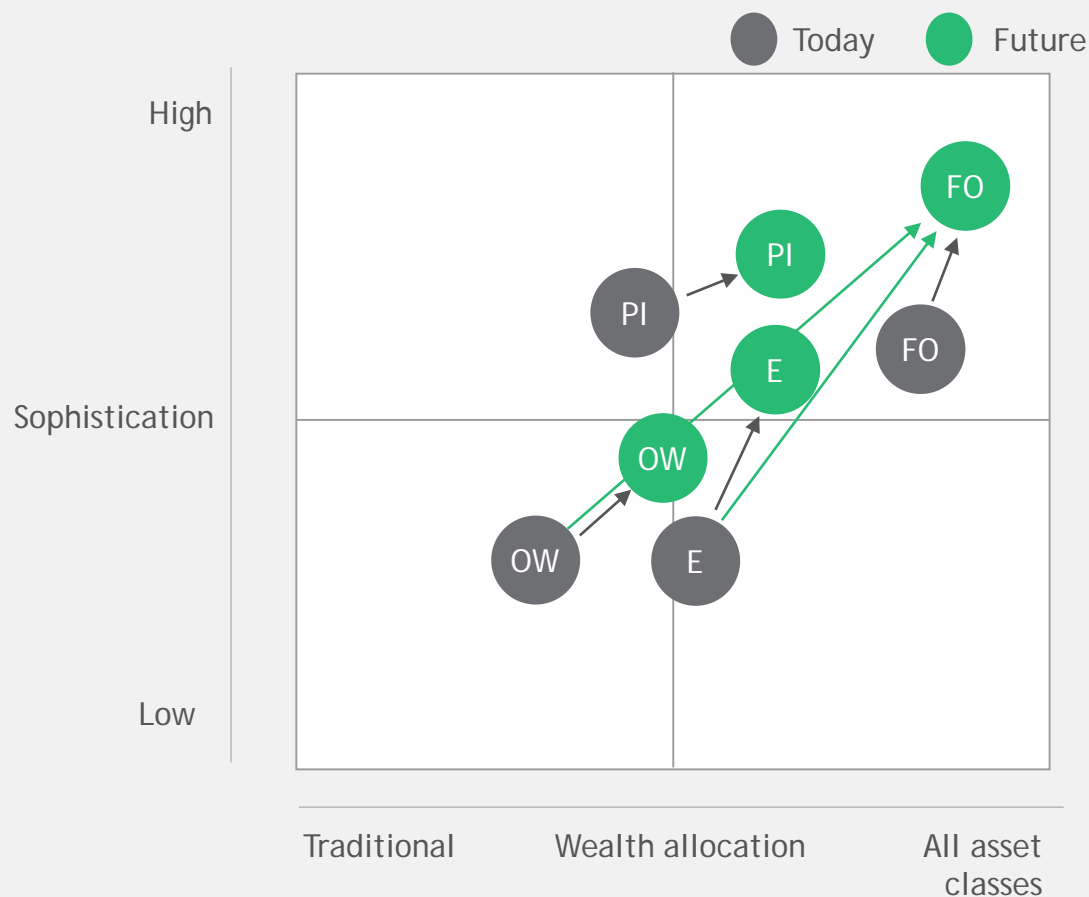
# new billionaires 2023 vs. 2018





# The Profiles

# 1. UHNWI become more sophisticated, more B2B



FO: Family Office

- From single- to multi-FO
- Expanding services portfolio

E: Entrepreneur

- Seeking to diversify from own company
- Risk-taker
- Moving towards FO

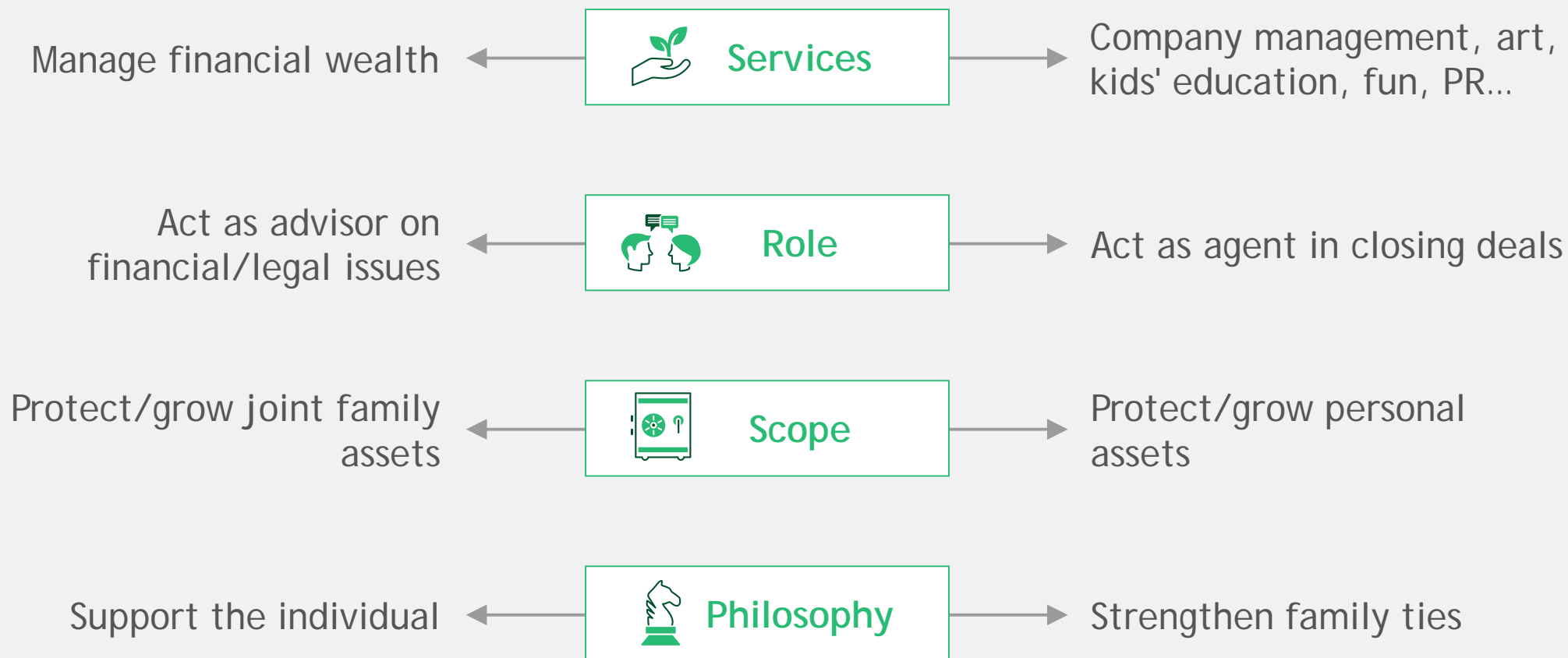
PI: Professional Investor (PI)

- Financially savvy: trader, HF-like investing
- Exploring new asset classes

OW: Old wealth

- Replacing FI
- Seeking more professional support




## 2. But it is not easy for FOs – a lot to cover





# 3. And it's still about people – often like in luxury goods

Parallels between UHNW services and luxury goods industry

	Traditional	➤	Companies and clients in the luxury industry and UHNW WM alike are proud of their history and value stability, reputation and sustainable and incremental changes
	Exclusive	➤	Both industries have an exclusive offer for very selected individuals and purposefully build barriers to keep it this way <sup>1</sup>
	Relational	➤	Key success factor for companies in both industries is the capability to build deep and lasting relationships based on trust and regular interactions
	Experiential	➤	Both industries rely on creating comprehensive experience to complement the actual product
	Digitally pressured	➤	New types of competitors, be it FinTechs or E-Commerce, increasingly pressure incumbent industry leaders in UHNW and luxury goods with new value propositions
	Generational shift	➤	A new generation of wealthy people with a digital attitude expect digitally enhanced offerings with increased convenience and transparency and search for identification <sup>2</sup>

# Questions & Answers

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