EUROMONEY INSIGHT

Welcome to Euromoney's 19th annual Private Banking and Wealth Management Survey.

The annual Private Banking and Wealth Management Survey provides a qualitative review of the best services in private banking, by region and by areas of service. The survey is completed by private banks and wealth managers to identify the firms that they consider to be their top competitors.

This questionnaire contains two parts:

Part 1 - Nominations

Questions 1 to 16: To be filled out by a maximum of three senior private bankers/wealth managers per firm, per country. Your responses to these questions will be used to produce the survey rankings and contribute to your own score in categories where your peers have nominated you. Please provide country-specific votes.

Part 2 - Market outlook

Questions 17 to 41: We would like to hear your views on the latest developments in the market. Your responses to these questions are of editorial interest and will not be scored for the survey rankings.

Please submit your response as soon as possible and no later than the deadline of Friday, September 24th, 2021. Please only answer questions relevant to you, or your organisation.

Any queries should be addressed to insight@euromoney.com

Please select the country for which you are most qualified provide opinions:

[Country dropdown] If other please specify: [Free text]

Euromoney Private Banking and Wealth Management Survey 2022

Protecting your data

This survey is conducted by Euromoney Insight. Your participation is voluntary, and refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled, and you may discontinue participation at any time.

Your personal insight and the information you provide will be confidential, and collected, transferred and/or stored in compliance with Euromoney Insight's survey privacy statement and survey disclaimer.

Respondents who participate in the survey may be contacted by Euromoney Insight: for validation purposes, with survey results and reports, with invitations to participate in the next edition of the survey or related surveys.

To agree to the above terms and conditions and proceed with the survey tick below:*
[X] I agree

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EUROMONEY INSIGHT

Euromoney Private Banking and Wealth Management Survey 2022

Your details
First name:
Last name:
Company: --Click here--
If your firm's name is not on the list above please type it here:
Name of local subsidiary if applicable: --Click here--

Your department:

Professional email address:

Telephone (incl. country & city codes):

Which of the following best describes your job title?

- Country Head of Private Bank
- Regional Head of Private Bank
- Segment Head of Private Bank
- Relationship Manager
- Product Structurer
- Regional Head of Marketing/Communications
- Country Head of Marketing/Communications
- Country Head of Business Development
- Regional Head of Business Development
- Chief Executive Officer
- Other (Please Specify)

EUROMONEY INSIGHT

Private Banking and Wealth Management Survey 2022
PEER NOMINATION SECTION - COUNTRY LEVEL/TERRITORY LEVEL
We will now ask you which of your competitors are best at providing certain services. When you nominate your competitors for services you provide, you will also increase your own institution's score.
You **must not** nominate your own firm in this section. Self-nominations will be removed from the results and may invalidate your vote. Your score will increase automatically when you nominate your peers for competitive products and services.
Among providers in: Your country
Please nominate the top three firms (excluding your own) in the following categories:

1) Best Private Bank/Wealth Manager Overall

Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

2) Best Private Bank/Wealth Manager for Mega High Net Worth Clients (US$250m+):
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

3) Best Private Bank/Wealth Manager for Ultra High Net Worth clients (>US$30m - US$250m):
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

4) Best Private Bank/Wealth Manager for High Net Worth clients (>US$5m - US$30m):
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

5) Best Private Bank/Wealth Manager for Mass/Super Affluent clients (US$100K to US$5m):
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

~~6) Best Private Bank/Wealth Manager for Mass Affluent clients (US$100k to US$1m):~~
~~Best: --Click here-- ☐ if other (please specify)~~
~~Second: Click here-- ☐ if other (please specify)~~
~~Third: Click here-- ☐ if other (please specify)~~

7) Investment Management
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

8) Family Office Services (either independent or department)
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

9) Research and Asset Allocation Advice
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

10) Philanthropic Advice
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

11) ESG/Sustainable investing
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

12) Next Generation
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

13) Capital Markets and Advisory
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

14) Serving Business Owners
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

15) International Clients (serving domestic clients that require access to global markets and global banking)
Best: --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

16) Technology

(a) Innovative or Emerging Technology Adoption

Best: --Click here-- ☐ if other (please specify)

Second: Click here-- ☐ if other (please specify)

Third: Click here-- ☐ if other (please specify)

(b) Data Management and Security in Private Banking and Wealth Management

Best: --Click here-- ☐ if other (please specify)

Second: Click here-- ☐ if other (please specify)

Third: Click here-- ☐ if other (please specify)

17) Family governance/succession planning

Best: --Click here-- ☐ if other (please specify)

Second: Click here-- ☐ if other (please specify)

Third: Click here-- ☐ if other (please specify)

Euromoney Private Banking and Wealth Management Survey 2022
MARKET OUTLOOK SECTION
The following questions are specific to your Private Banking and Wealth management businesses and not other areas of the bank.
17) In 2021 do you expect your private banking/wealth management revenues to be higher, lower or the same as they were in 2020?

- o Higher
- o Lower
- o The same

18) To what extent has Covid impacted your firm's business expectations for the…

- Next 12 months
- Next 2-3years

19) Has the pandemic changed the market in other ways: for instance, do you find that HNWs and UHNWs are relatively more interested in returns in 2021 and relatively less interested in issues relating to sustainability and ESG?

- o Yes
- o No

20) What will be your firm's largest sources of profit in the next 12 months?
Most important --Click here-- ☐ if other (please specify)
Second: Click here-- ☐ if other (please specify)
Third: Click here-- ☐ if other (please specify)

21) Which wealth segment do you feel offers the most growth for your firm?

- ~~o Mass affluent ($100k – 1m)~~
- o Mass/Super affluent (US$100K-5m)
- o HNW (US$5-30m)
- o UHNW (US$30-250m)
- o Mega high net worth (US$250m+)

22) Which client type do you feel offers the most growth for your firm?

- o Entrepreneurs (follow on question of multi-generational families or 1st generation entrepreneurs)
- o Family offices (follow on question of single family offices or multi-family offices)
- o High Net Worth
- o Ultra high net worth
- o Other

23) How will your investment in office space change in light of the increase in remote working?

- Increase
- Decrease
- Stay the same

24) In which three regions will your firm be investing the most resources in the next 12 months?
Technology (Region 1, 2, 3)
Human capital (Region 1,2,3)
Compliance (Region 1,2,3)

24) Will your firm increase, decrease or keep the same the number of financial advisors and relationship managers it employs over the next 12 months?

- Increase
- Decrease
- Keep the same

25) Which of the areas below will your firm be investing in the next 12 months?

	More	Same	Less	N/A
Asset management	Tick box	Tick box	Tick box	Tick box
Training	Tick box	Tick box	Tick box	Tick box
Technology	Tick box	Tick box	Tick box	Tick box
Philanthropic advice/sustainable investing	Tick box	Tick box	Tick box	Tick box
Regulatory risk and compliance	Tick box	Tick box	Tick box	Tick box
Cybersecurity	Tick box	Tick box	Tick box	Tick box
Research/CIO capabilities	Tick box	Tick box	Tick box	Tick box
Marketing/Brand awareness	Tick box	Tick box	Tick box	Tick box
M&A and/or geographic expansion	Tick box	Tick box	Tick box	Tick box
ESG	Tick box	Tick box	Tick box	Tick box

26) Within technology, which area is most important for your firm to innovate?

- Back office – Systems-Client data aggregation
- Middle office - Advisor tools and data
- Cybersecurity
- Front office - Client user experience
- Developing compliance for regtech
- Machine learning and/or Artificial intelligence

27) Which of these digital capabilities will your firm be investing in over the next 12 months?

	More	Same	Less	N/A
Client onboarding	Tick box	Tick box	Tick box	Tick box
Portfolio management	Tick box	Tick box	Tick box	Tick box
Financial Planning	Tick box	Tick box	Tick box	Tick box
Advisor desktop	Tick box	Tick box	Tick box	Tick box
Regulatory & Compliance	Tick box	Tick box	Tick box	Tick box
Client communication	Tick box	Tick box	Tick box	Tick box
Cybersecurity	Tick box	Tick box	Tick box	Tick box

28) What single technological development will cause the biggest change in the industry in the next five years?

29) Regarding sustainable and responsible investing, please tick those below that your firm is offering to clients?

- Sustainable investment funds
- SRI funds
- ESG screening/use of ESG indices
- Impact investment funds
- Tailored impact investments for UHNW clients
- SDG funds or products
- Other (Please specify)

30) Which investment products do you see as having the most appetite from clients over the next 12 months?

- Commodities
- Equity products
- Fixed Income Products
- Hedge funds
- Private Equity
- Real Estate
- ESG funds and products
- Cryptocurrencies
- Structured products
- Gender-lens products
- Other (Please specify)

31) In order to anticipate better and cater to the demands of the Next Generation, what does your firm believe is most important?

- Building a vibrant brand and marketing strategy
- Having a clear cut and defined ESG strategy
- Hiring and retaining younger talent
- Developing philanthropic and sustainable/social impact offerings
- Investing in technology and user experience
- Succession planning support
- Single point of contact at the institution per client
- Other (Please specify)

32) In your country/territory, which cities/states will you be expanding into in 2021?

33) How many new branches offering Private Banking services have you opened in your country/territory in the past year?

34) Excluding your own, which private bank or wealth manager would you most want to work for?
[Drop down] Other please specify.
To help us segment the responses to the questions above, and learn more about your firm's PB business please provide the figures below at both Global and Country levels.
35. a) Private Client AUM (Country): --Click Here-- ▯
35. b) Private Client AUM (Global): --Click Here-- ▯
36. a) How many BRANCHES offering Private Banking services do you currently have in your COUNTRY?
37. b) How many BRANCHES offering Private Banking services do you currently have GLOBALLY?
38. a) How many Private Banking STAFF do you currently have in your COUNTRY?
38. b) How many Private Banking STAFF do you currently have GLOBALLY?
39. a) How many Private Banking CLIENTS do you currently have in your COUNTRY?
39. b) How many Private Banking CLIENTS do you currently have GLOBALLY?
40) How many advisors you have in the country you are responding in?

End of Survey

Thank you very much for completing this survey. Results will be published in February 2022 and announced at the Euromoney Private Banking & Wealth Management Awards Dinner. Contact us for more information.
Please forward the survey link www.euromoney.com/PB22 to any colleagues who can provide opinions in other countries.
Respondents who have selected to receive free access to the results will be able to do so for one month from the release of the results in February 2022.
For any questions about this survey please contact: insight@euromoney.com

Thank you

As a small thank you for participating in this survey we would like to offer you free trial access to one of our popular data products. To receive this offer please follow the link below:

- Register for free trial access to Euromoney Country Risk, the consensus-based sovereign risk ranking platform

Also please follow the link below if you would like to receive information on relevant training courses:

- I would like to learn more about related courses offered by Euromoney Learning Solutions.