



Global Wealth Monitor

Affluent Market Intelligence

GWM-U.S. Summary of Offerings 2015

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Collaborate with clients to develop actionable and measurable strategic alternatives.



Strategic Environment Assessment



Global Wealth Monitor

Syndicated research platform; monthly tracking of HNW and Affluent investors



Active Wealth Pulse

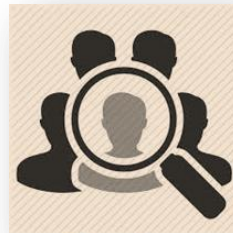
Advanced database application for affluent and HNW market planning, opportunity discovery, and geo-targeting

PHOENIX
Strategic Consulting Services
For Wealth Markets



Customer Experience Norms

Syndicated historical norms and custom benchmarking



Custom Research

Deep expertise across all financial categories



Tracking The NextGen Investor

New quarterly tracking platform of Millennials and their financial needs and behaviors

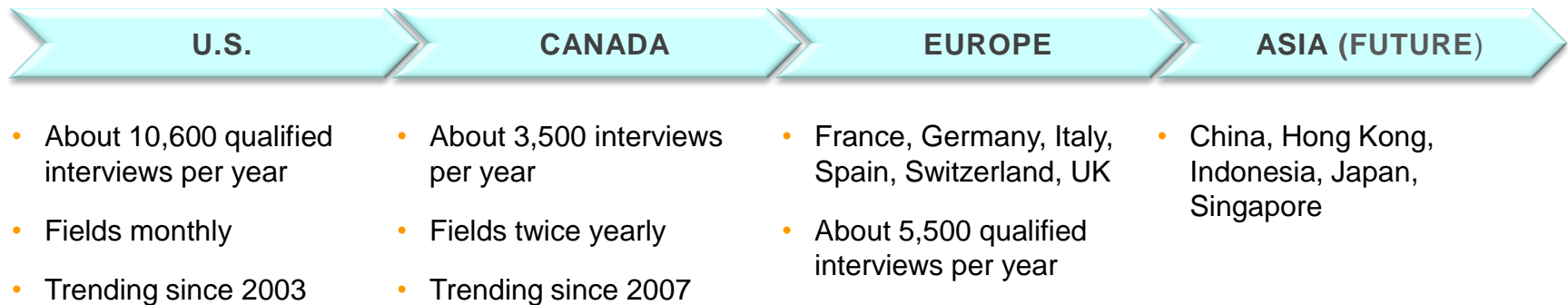
Global Wealth Monitor - Footprint



The Phoenix Global Wealth Monitor (GWM) forms the core of our Affluent Practice at Phoenix Marketing International. GWM is a syndicated marketing-research platform that continuously tracks the needs, attitudes and behaviors of affluent and high net worth (HNW) investors in North America and Europe.



Our trended data comes from online interviews with thousands of investors. We partner with the very best consumer research panels, and maintain very strict standards for quality control. We have developed a proprietary data weighting model to balance our data to the overall household populations in each country.





Through continuous dialog with affluent and high net worth (HNW) consumers, we assist our clients in understanding and tracking the trends and issues that impact their markets, and in developing actionable strategies to solve business challenges and make smarter decisions.

The Eight Keys

How GWM Can Help Grow Your Business

1. **Identify** where smart money is heading next
2. **Know** what keeps clients awake at night
3. **Build** relevant services faster
4. **Target** products with greater accuracy



5. **Increase** revenue from existing clients
6. **Acquire** new clients from new sources
7. **Conduct** richer client conversations
8. **Strengthen** market positioning & communications



GWM content is comprehensive, with increased emphasis on forward-looking product purchase intentions and needs.

MAJOR GWM QUESTIONNAIRE CATEGORIES

All data are trended

- Demographics and Source of Wealth
- Investing Concerns, Goals, Sentiment and Outlook
- Attitudes towards investing and advice
- Lifestyle (as part of our Pulse database- see pages 8 and 13)
- Retirement status, outlook, preparation
- Channels for Advice and Investments
 - Primary Provider and Primary Advisor- channels and brand name
 - Why started relationship
 - Percent off assets under management
 - Services Used / Switching behaviors
 - Client Experience Metrics: Satisfaction, Loyalty, Net Promoter, Importance of 12 relationship elements with advisor and advisor ratings

Products:

- Ownership, Balances, 6 month outlook: purchase, add to or divest
 - Investment products within 9 asset classes (60 in total)
 - Brokerage accounts
 - Online Trading accounts
 - Credit and Debit Cards
 - Mortgage and Loans
 - Life Insurance and Annuities
- Insurable Assets: Ownership, Value, 6 month outlook
 - Collectibles
 - Primary residence
 - Other homes / Vacation homes
 - Undeveloped land
 - Commercial properties under their name
 - Other investment real estate



The sample for the GWM programs are based primarily in investable assets, which is a much more meaningful way than net worth to calculate the wealth of a household.

Yearly Unweighted Sample – GWM-U.S.

Segment	Definition	Approx. Yearly Sample
Near Affluent	\$100K-\$249K IA	1,000
Lower Mass Affluent	\$250K-\$499K IA	1,800
Upper Mass Affluent	\$500K-\$999K IA	2,700
High Net Worth	\$1MM+ IA	5,000
<i>Total</i>		<i>10,500</i>
Other HNW Segments	Definition	Approx. Yearly Sample
Mass Millionaire	\$1MM-\$4.9MM	4,400
Penta-Millionaire	\$5MM+	600
Deca-Millionaire	\$10MM+	200

IA = Investable Assets



REPORTS

CONSULTING & SUPPORT

DELIVERABLE	DESCRIPTION	DELIVERABLE	DESCRIPTION
Quarterly Trended Reports	Each quarterly report will have: <ul style="list-style-type: none"> • Wealth Management Market Synopsis • Card Market Synopsis • Feature Analysis 	Analyst Calls	Periodic calls with your team and our analysts to discuss key data and trends that are important to your business.
Annual Reports	2 Editions: <ol style="list-style-type: none"> 1. Wealth Management <ul style="list-style-type: none"> • Charts & Tables: aggregated 12 months of GWM data, contains charts and tables for all survey questions • Key Findings Report 2. Card Market <ul style="list-style-type: none"> • Charts & Tables • Key Findings Report 	Proprietary Question Insertion	Insert your own proprietary questions, up to 6 times per year in U.S. Delivery in Excel
		Ad Hoc Support	GWM analysts are available to help with ad-hoc questions throughout the subscription year
Market Sizing Report	<ul style="list-style-type: none"> • Estimates of the number of affluent and HNW households by state and metro area <ul style="list-style-type: none"> ✓ 3 affluent segments ✓ 5 HNW segments 	GWM Data	Annual aggregated datafiles available in SPSS or ASCII format
Custom Report	Fully customized report / presentation based on client needs		

See Appendix For Report Examples

Introducing the Phoenix



Customized Intelligence For Market
Planning, Opportunity Discovery &
Geo-Targeting



The Active Wealth *Pulse* enables users to enrich their knowledge of targeted markets, and uncover hidden opportunities.



The Active Wealth *Pulse* from Phoenix Marketing International is an advanced database application for affluent and HNW market planning, opportunity discovery, and geo-targeting. The *Pulse* employs the latest intelligence and affluent investor outlook from the Phoenix Global Wealth Monitor (GWM) investor tracking program, coupled with robust geo-based overlays from national database sources. All data are updated quarterly.



Market Planning

- ❖ Enhance your knowledge of your current or future affluent and HNW markets.



Opportunity Discovery

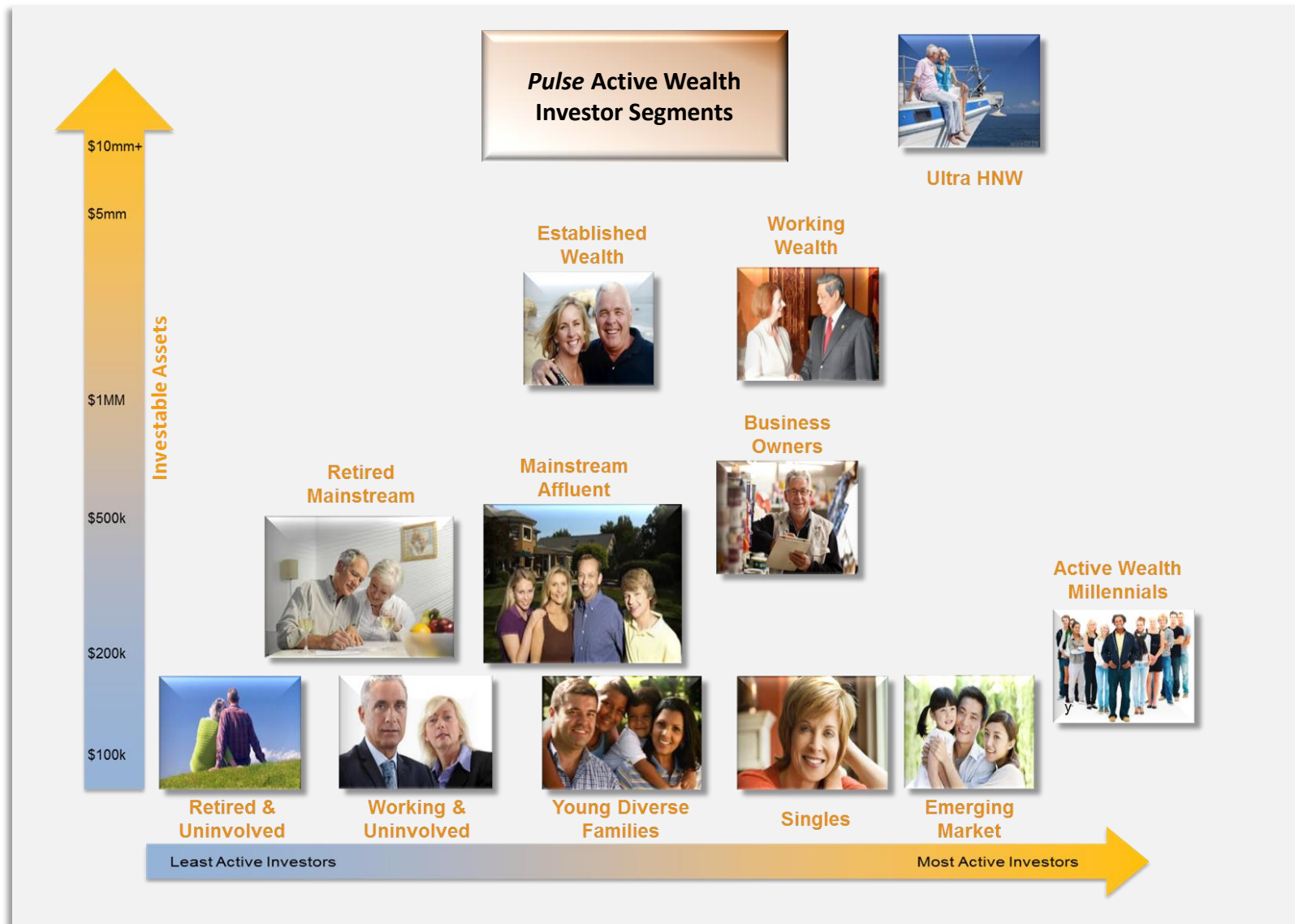
- ❖ Identify investment and credit / loan product priorities
- ❖ Identify asset class priorities
- ❖ Track expected asset class money flows
- ❖ Discover new affluent segments



Pinpoint & Map Geographically

- ❖ National
- ❖ Regional
- ❖ State
- ❖ Metro (CBSA)
- ❖ Zip
- ❖ Zip+4

A key component of *Pulse* are 12 Active Wealth Investor segments, each unique in terms of their investment activity, level of wealth and other demographics. Detailed profiles of each segment are available.



Intelligence from the *Pulse* will enhance your knowledge of your existing or target affluent and HNW markets.



Market Planning

Pulse Solutions At Geo Level

Include Your Segment Definitions Or *Pulse* Investor Segments

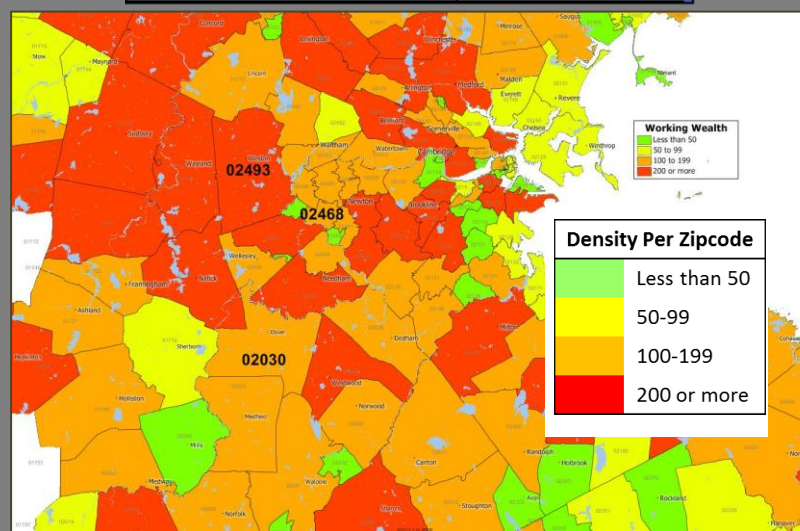
<ul style="list-style-type: none"> Market sizing Wealth and income data Market segmentation Investor Segment portraits 	<ul style="list-style-type: none"> National Regional State 	<ul style="list-style-type: none"> Metro Zip Zip+4
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Example Pulse Output

Example Data and Map
Working Wealth Investor Segment
Boston-Cambridge-Newton Metro Area

ACTIVE WEALTH SEGMENTS	ESTIM # HHS	PERCENT OF ALL HHS
Self-Directed Millennials	75,631	4%
Mainstream Affluent	105,901	6%
Retired Mainstream	92,772	5%
Established Wealth	126,334	7%
Working Wealth	29,505	2%
UHNW	41,514	2%
Business Owners	29,852	2%
Working & Uninvolved	8,422	0.47%
Young Diverse Families	1,110	0.06%
Retired & Uninvolved	15,102	1%
Emerging Market	5,662	0.32%
Singles	7,097	0.40%
Total Segment	538,902	30%

Wealth Averages - Working Wealth Investor Segment	Boston-Cambridge-Newton CBSA
Investable Assets	\$2,093,090
Net Worth NIPR	\$2,761,497
Total Assets	\$3,336,201
Total Liabilities	\$179,454
Household Income	\$129,981



Global Wealth Monitor

*Continuous Intelligence From
Affluent Investor Research*



Examples of Reports



Introducing Quarterly Reports

- *Very timely*
- *Easily Digestable*

Features

- ❖ Quarterly tracking of key topics, by affluent and HNW segments
 - Sentiment: investing and economy
 - Product ownership and outlook
 - Asset allocation
 - Credit card spending
- ❖ Special Topics
 - Insurance and annuities
 - Retirement
 - Use of new technology

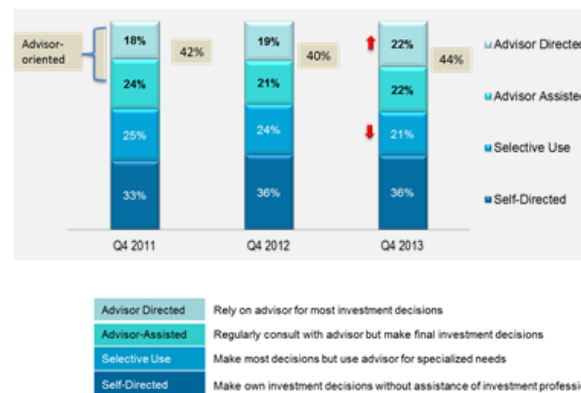
Similar to their Upper Mass counterparts, there was an increase in the advisor-directed trend line among HNW investors.



HNW

In the current period, 22% of HNW households prefer to give investment discretion to their primary advisor, up from 18% in Q4, 2011. Over the same timeframe, independent advisors have gained share in this segment.

Orientation Towards Advice



Types of Advisors Used

Types of Advisors	Q4 2011	Q4 2012	Q4 2013
Friend or Relative	17%	21%	14%
Full Service Broker / Investment Co.	42%	44%	43%
Online or Discount Broker	14%	17%	12%
Mutual Fund Company Representative	9%	10%	7%
Accountant	11%	16%	11%
Private Banker	6%	6%	5%
Banker	5%	11%	5%
Independent Advisor	14%	15%	17%
Insurance Company Agent	4%	4%	3%
Other	2%	1%	5%



Annual Reports - Example from Wealth Management

Key Findings

Analysis and charts in narrative form

Charts & Tables

All Program Material – 3-Year Trends

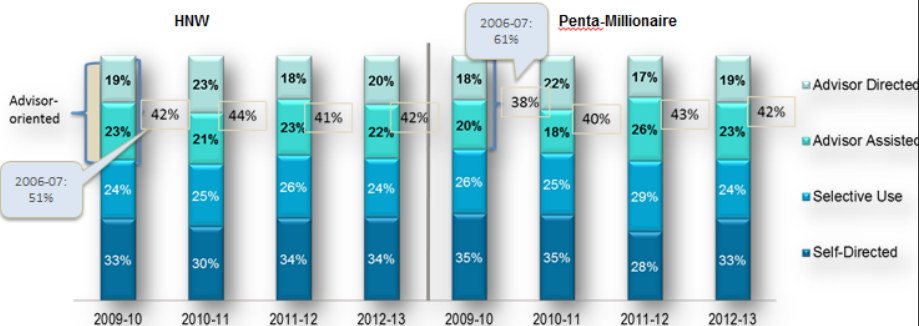
Six years ago, the majority of HNW investors were 'advisor-oriented'. Now, the majority are not.



Advice Orientation

Prior to the Great Recession, 51% of HNW investors and 61% of Penta-Millionaires self-described their orientation as either "advisor-directed" or "advisor-assisted". Post-crisis, the majority have fallen out of the advisor-oriented category and have remained there since.

Advice Orientation



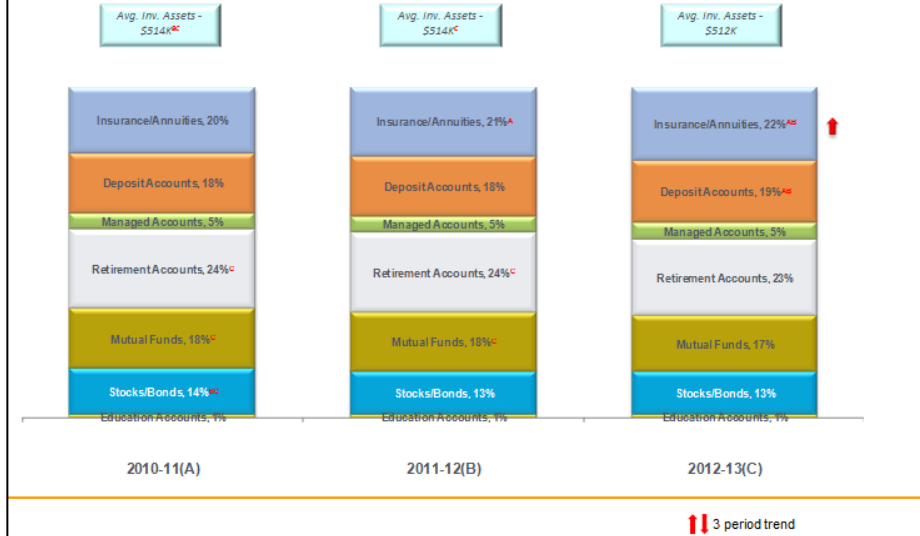
Advisor Directed	Rely on advisor for most investment decisions
Advisor-Assisted	Regularly consult with advisor but make final investment decisions
Selective Use	Make most decisions but use advisor for specialized needs
Self-Directed	Make own investment decisions without assistance of investment professional

Asset Distribution



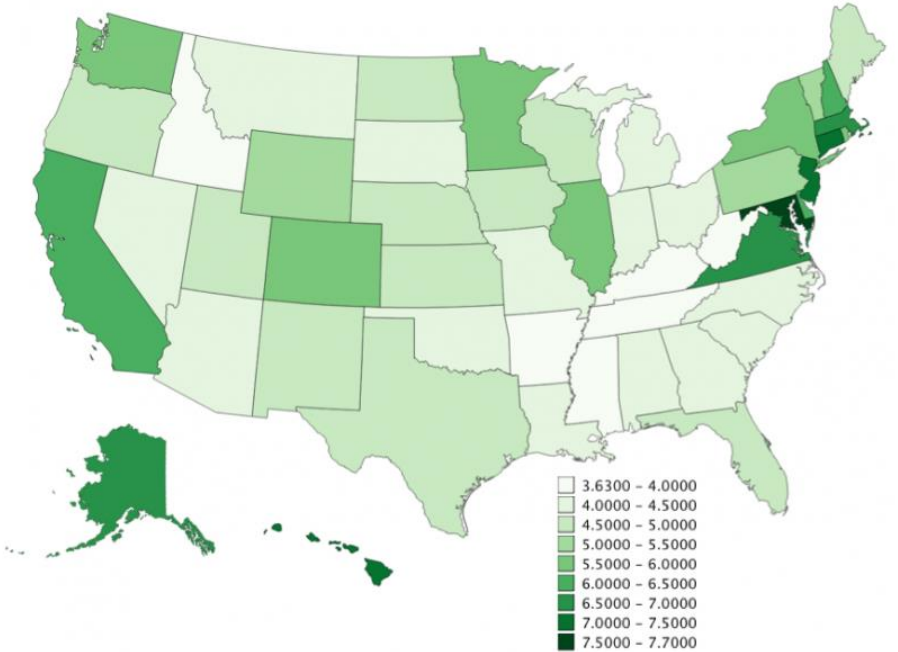
FINANCIAL SERVICES

Investable Asset Distribution
Mass Affluent
3 Year Trend





Annual Market Sizing Report – Estimates of number of affluent households by state and CBSA – 8 affluent and HNW segments



Business Insider/ Phoenix Marketing International

Nationwide, slightly more than one in twenty (5.2%) of Americans have bank accounts in the seven figures. The East Coast, [Alaska](#), and Hawaii dominate this list, with Maryland coming in at the top with 7.7% of its population being millionaires. The inland South has far fewer millionaires per capita. Mississippi has the smallest proportion of millionaires at 3.6% of its population.

Millionaire households per capita

State	\$1M+ Investable Assets	Ratio Millionaires to Total Households
1. Maryland	169,287	7.70%
2. New Jersey	242,647	7.49%
3. Connecticut	100,754	7.32%
4. Hawaii	33,520	7.18%
5. Alaska	18,209	6.75%
6. Massachusetts	174,225	6.73%
7. Virginia	208,187	6.64%
8. New Hampshire	33,867	6.48%
9. Delaware	21,679	6.20%
10. District of Columbia	17,378	6.10%

Phoenix Marketing International